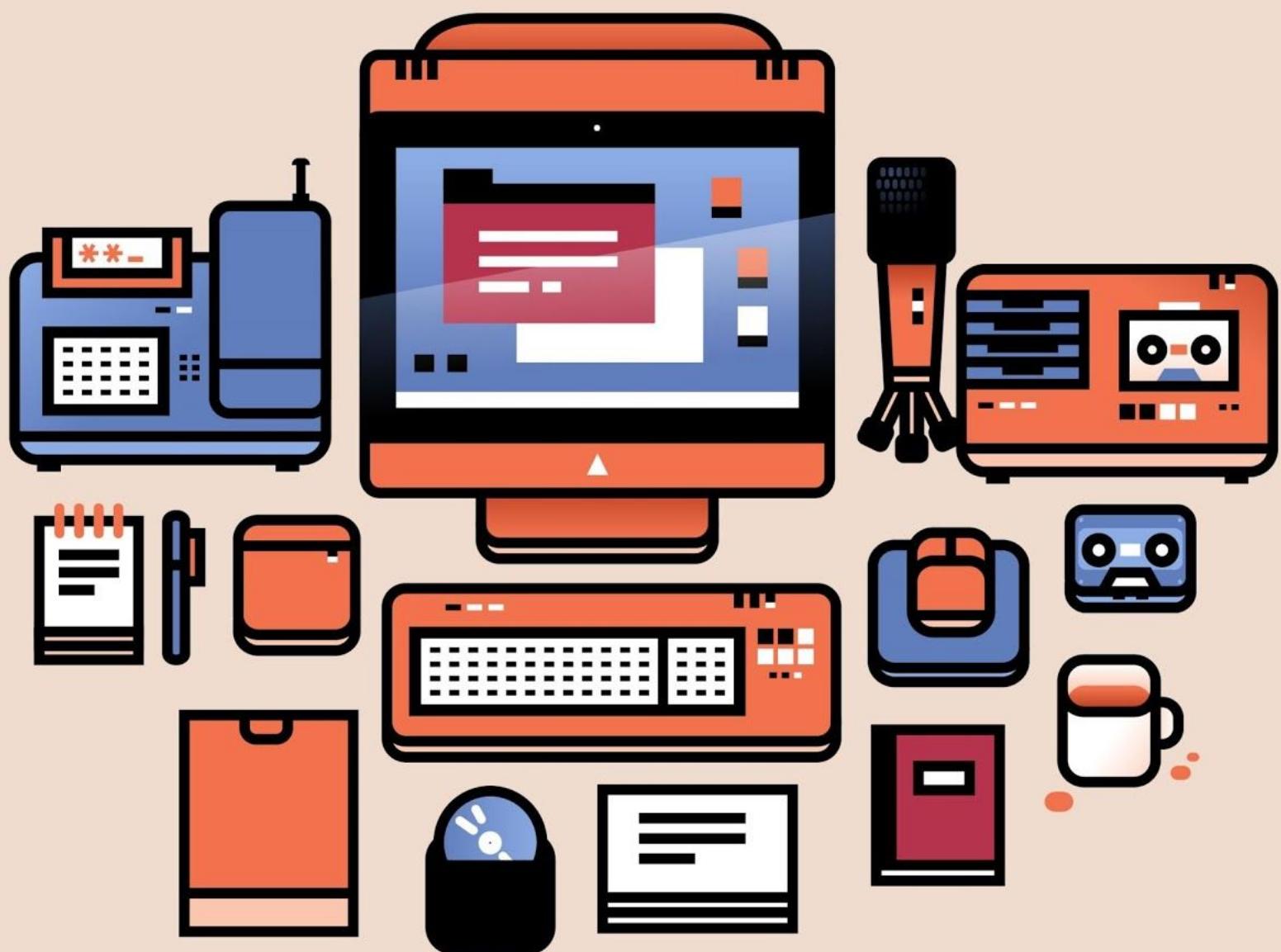


WORKFORCE MANAGEMENT



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1. Abstract

Call centers constantly work to improve call center metrics and agent utilization. This page is dedicated to informing individuals in the call center industry about agent management software. This type of software is used to track agent performance, create appropriate staffing models, and to improve customer satisfaction. We will look at some top call center agent management software providers, learn about the features they offer, and discuss general call center management information.

2. About

2.1. What is Call Center Agent Management Software?

Management software works to improve revenue and customer satisfaction, reduce wasted agent time, and lower operational costs. Through features such as call recording, screen capture, and reporting, call center agents are evaluated. This type of software improves agent performance as well as the overall performance and success of the call center.

2.2. Call Reporting

Workforce management software generates [call center reports](#). These reports are used to evaluate call center metrics. Reports contain information about sales made during calls, call lengths, and the time of day at which the calls came in, or were made. There are two types of call reporting: real time and historical. Real time call reporting tracks what's going on at a current point in time. It reports on information like what agents are doing, which agents are currently on the phone, which agents are idle, and how many callers are currently in the queue.

Historical reporting supports call center metrics about past data and sales information. The percentage of sales made, the percentage of calls that waited in queue before reaching an operator, which agents have handled the most calls, how many calls resulted in a sale, and the percentage of first call resolutions are factors all based on historical call center data

2.3. Call Recording and Screen Capture

Call recording is used to observe customer/agent interactions. Recorded calls are played back in order to review phone etiquette as well as evaluate the knowledge levels of agents. Call recording can also be used to measure average call handle time, percentage of first call resolution, and how sales are closed. Call monitoring leads to better agent performance and higher customer satisfaction. It can also be used for training purposes in order to [teach new employees](#) about appropriate and inappropriate call handling methods.

Screen capture is a feature used in agent management. Basically, this feature makes the agents computer screens visible to the call center manager. This allows video chat sessions to be recorded, enables access to the agent's email accounts, and allows call center managers to monitor the amount and quality of the agent's work at any given time. It can also be used to check in on agents who work from home in virtual call centers.

2.4. Agent Motivation and Utilization

This type of software usually comes with a "coaching" feature that sends agents alerts. For example, an alert can pop up on an agent's computer screen when a caller has been on hold for too long. This

coaching feature can also be used to notify agents about up selling or cross selling opportunities during a call. Coaching is important because it gives agents goals and standards to reach. It helps with agent motivation by setting individual or group goals and then tracking agent progress.

Management software can be used to measure agent schedule adherence. The software can measure the amount of time the agents actually work (either time spent on the phone, in the CRM, or doing other work related tasks). Schedule adherence is typically measured by work time divided by shift time minus idle, break, or wasted time. Schedule adherence is a factor that is taken into consideration when determining optimal staffing models. Staffing models are determined by call volume and agent availability. The data generated by call center reports is also used to determine the best times to schedule agents. Agent occupancy and ratio of work time to idle time are tracked by management software. On average, call center agents spend about 11% of their total shift time idle.

2.5. Workforce Management Software and Customer Service

Workforce management software works to improve customer satisfaction by reviewing agent/customer interactions, performing customer surveys, and cutting down on the time callers are in queue. IVR technology is used to conduct post-call customer satisfaction surveys. Queue management in call centers is a big part of customer service. Management software can keep track of factors such as how many calls are in queue, how long calls were in queue prior to speaking with a live agent, and how many times a single call was transferred. Based on these reports, agents can work to [reduce caller wait-time](#).

3. Choosing the Right Provider

3.1. Before Choosing a Provider, Ask Yourself These Four Questions

1. Am I looking to cut operational costs?

Many performance management providers offer staffing and scheduling features that are based on agent performance, call reporting, and call volume. By properly staffing your call center, you can make sure that all the agents working are actually necessary. This will cut down on over-staffing and eliminate wasting money by paying agents who do not need to be there.

2. Do I need the screen capture feature?

Screen capture is a good feature for monitoring what's going on with the agents, what they are working on, and how they spend their time. Although screen capture (sometimes referred to as screen monitoring) is a standard feature, a few providers do not offer it.

3. Are my agents being properly utilized?

Agent schedule adherence is a major factor when it comes to productivity. Schedule adherence monitoring is offered by many providers. This can help with staffing models and evaluation of individual agent performance.

4. Do I want to improve customer satisfaction?

This type of software works to improve customer service levels by recording then reviewing calls, conducting post-call surveys, and properly staffing the call center to avoid long queues. Customer service is huge in any industry, and most business owners work continuously to improve it.

3.2. Standard Features of Call Center Workforce Management Providers

These features typically come standard with workforce or agent management software:

- Call Recording
- Screen Capture
- Staffing Models
- Guidance or Coaching
- Software Demo or Trial

3.3. Terms to Know

1. QoS – Quality of Service: Based on factors like error rates, and can be measured, evaluated and then improved upon
2. Screen Capture: A feature offered by many providers, that makes the agent's computer screen visible to the call center manager or owner
3. Call Recording: Agent/customer calls are recorded and then listened to for training and agent evaluation purposes.
4. Reporting: Data, like sales made during calls, call lengths, and agent performance are compiled into a report that is reviewed by management staff to determine the overall performance of the call center.
5. Call Center Metrics: Measurable factors that determine the efficiency of a call center
6. Agents: The employees in the call center who are either making outbound calls or receiving inbound calls
7. IVR Technology: The technology that makes it possible for callers to communicate with an automated receptionist through spoken voice, or by pressing phone keys
8. Queuing: The process of waiting in line for your turn to speak to the call center agent
9. Coaching/Guidance: A feature offered by many workforce management providers that motivates agents through setting goals and pushing up selling opportunities
10. Schedule Adherence: The amount of time the agents actually work

4. Providers

4.1. Avaya Aura

Pros

They offer coaching, staffing features and call recording.

Cons

No free trial

Conclusion

Avaya Aura works to reduce operational costs "by ensuring that contact centers are not over-staffed." It offers a staffing model feature. It also attempts to improve overall agent performance and productivity with a coaching feature. Avaya Aura also provides call recording and customer feedback surveys.

They work to improve customer satisfaction with a feature called speech analytics. This analyzes calls and looks for patterns in call content. Its purpose is to identify the root problems with customer dissatisfaction during calls. There is a software demo on their site, but they do not offer a free trial. They do have live customer support chat on their site.

4.2. Monet Software

Pros

Month to month plans and in-depth reporting

Cons

They do not offer screen capture.

Conclusion

The main purpose of Monet's workforce management software is to help determine the best staffing model for your call center. They also offer call recording and integrate your call history with their software. On their site, they say that they are best suited for small to medium sized call centers.

The software monitors agent schedule adherence and offers real time call reporting. Their software is cloud-based and can be up and running instantly. They offer a software demo and do not require a cancellation fee, which means that if you are unhappy with the software, you can cancel at any

time. There is live telephone customer support, or support via email (during business hours). The plans are on a monthly basis, but interested companies have to inquire for pricing options.

4.3. inContact

Pros

They offer scheduling features and coaching.

Cons

They do not have a software demo or free trial.

Conclusion

inContact's headquarters are located in Salt Lake City, Utah, but they also have locations in the Philippines and London. They are used by over 85,000 agents. Their software is cloud-based, which means easy installation. They offer live chat on their site for customer support, as well as support via email and telephone.

On their site, inContact states that their workforce optimization software works to analyze customer interactions (with the use of call monitoring), create optimal staffing models (based on call reports), improve agent performance, evaluate employee behavior, and provide consistent coaching and guidance. They offer call recording, staffing/scheduling, coaching, and screen capture features.

4.4. SalesForce

Pros

They offer call reporting and recording.

Cons

They do not offer screen capture.

Conclusion

SalesForce offers performance management software that is dedicated to improving call center metrics and agent utilization. They offer coaching and guidance to motivate the agents, call recording for training and customer service reasons, and individual agent performance reports.

They also provide a software demo and a free 14-day trial. They have customer support by phone or via email. They give real time feedback on agent performance and call quality. Their goals are to improve overall call center performance, and to motivate agents.

5. Workforce Management Matrix

	SalesForce	inContact	Monet Software	Avaya Aura
Call Recording	Yes	Yes	Yes	Yes
Call Reporting	Advanced	Yes	Yes	Yes
Screen Capture	No	Yes	No	Yes
Staffing/Scheduling	Yes	Yes	Yes	Yes
Coaching	Yes	Yes	Yes	Yes
Demo or Trial	14-Day Trial	No	Demo	Demo