



QPC MIG benefits and applications - improving workforce management

Workforce management systems have been proven to enable organisations to reduce costs and improve service. But their effectiveness, and the ROI that contact centres get from their significant investment in this business critical technology, is often limited by the accuracy of the data that they get from ACDs and contact routing frameworks.

Workforce management (WFM) applications (e.g. IEX TotalView, Verint Impact 360 - formerly Blue Pumpkin, GMT Planet, Open Wave and Teleopti) enable organisations to calculate how many employees will be required to meet the needs of calling customers, as well as manage human resources better so that they are answering calls at the right times. Typical benefits from WFM applications include reducing staff costs, reducing customer wait times and improving sales.

ACDs and contact routing frameworks (like Cisco and Genesys) have separate 'integrations' that enable them to pass crucial call and agent data to WFM applications. But, the suitability of the data provided by these integrations varies according to both the routing platform used and how the contact centre, in which the ACD is deployed, handles contacts. Typical business problems caused by poor integrations are long customer wait times (an inability to achieve service level) and high resource costs (overstaffing and low agent occupancy) particularly within the opening and closing periods of a workday.

These business problems are often caused by the way in which the integration between the ACD and WFM system operates. Specific common causes include:

- Counting calls offered in the period in which they close rather than the period in which they arrive
- Counting calls and providing Average Handle Time (AHT) by skill groups rather than by Queues or Call Types
- Inaccurate AHT. Typically this is caused by the burdening of call time to a period that is not optimal for WFM applications, providing After Call Work (ACW) time that is averaged across many call types or skill groups and the omission of hold and related outbound call time

The solution

Using call event data the QPC MIG creates information for WFM systems that is unsurpassed in its accuracy. This accuracy is further enhanced because of the flexibility that the QPC MIG offers when calculating data that a WFM system requires. For example, a business can specify what contributes to AHT (e.g. different types of After Call Work, hold time, consult time etc) to create an integration that meets their contact centre's particular needs.

Return on investment

The advantage that the QPC MIG has, in comparison to other integration methods, lies in its ability to increase the effectiveness of a WFM system. Typically it will improve service level attainment and reduce the resource costs necessary to achieve this. In a sales centre, having the right number of agents to handle calls may also boost sales by reducing abandonment and increasing the number of sales



opportunities available.

'QPC estimates that using the QPC MIG for integrating workforce management with ACDs and contact routing frameworks typically enables an additional 5% improvement in adherence to service level or a 2% reduction in resource costs'

'Call count and handle time data accuracy tests have shown that the difference between what a WFM system requires and what it is given by some contact routing platform can be over 32% and 28% respectively in some intervals'

QPC - customer service transformation

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