IEX Workforce Management Group
Outbound Solutions

Outbound centers can use proven workforce, campaign and performance management techniques to increase revenue generation through cost savings and productivity improvements
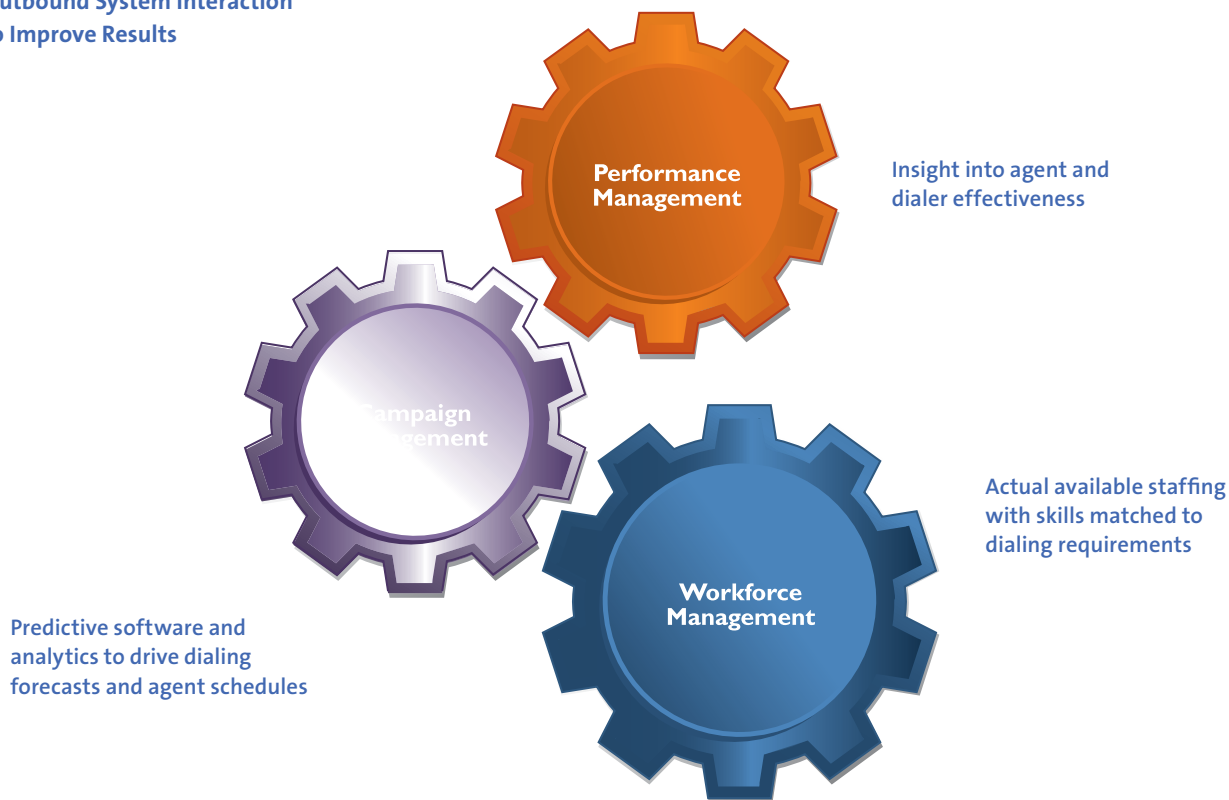
Benefits:

- **Lower costs by accurately calculating staff requirements**

- **Increase customer connect ratios by more effectively planning and allocating resources**

- **Increase dollars collected with treatment, best-time-to-call and placement optimization**

- **Measure success and tailor future plans based on performance results**

Whether you're managing marketing campaigns, spearheading collections or focusing on customer retention, your outbound agents represent a significant investment. Your ability to make the most of your agent resources while controlling costs is critical to success.

Outbound solutions from the IEX Workforce Management Group at NICE Systems improve the efficiency and effectiveness of the operation to drive peak performance throughout your organization. By combining the power of strategic workforce management practices with powerful behavioral event-based decision tools, you gain the knowledge you need to run a best-in-class outbound organization. Add to that the visibility and analytic opportunities realized from performance management, and you create an optimal environment to consistently meet or exceed your operational goals.

The IEX TotalView Workforce Management system, a NICE SmartCenter solution, provides a centralized platform for optimizing the performance of your outbound contact center. It helps the people managing the dialer to forecast and plan more accurately and schedule more effectively. It supplies real-time information from dialers to let you better manage the performance of your people and your operation. And it integrates data seamlessly across your enterprise while automating many time-consuming and labor-intensive processes.

Insight from Interactions™

NICE®

Outbound System Interaction to Improve Results

Performance Management

Insight into agent and dialer effectiveness

Campaign Management

Workforce Management

Actual available staffing with skills matched to dialing requirements

Predictive software and analytics to drive dialing forecasts and agent schedules

After you have a strong workforce management foundation in place, the next priority becomes aligning your agents with optimized right party connects (RPC) – delivering the highest return on agent hours. To make this possible, we have partnered with Austin Logistics, the leading provider of event-based decision support solutions, to deliver strategic analytic modeling and software services. Together, the information from the IEX TotalView Workforce Management and Austin Logistics systems work in concert to boost productivity and produce optimal results.

WORKFORCE MANAGEMENT

Building a successful outbound organization begins with establishing a solid workforce management foundation. For more than 20 years, IEX TotalView has helped both inbound and outbound contact centers around the world improve forecasting accuracy, scheduling efficiency and operational productivity.

Create accurate forecasts

IEX TotalView provides you with the accurate forecasts you need to build efficient staff plans designed to meet your campaign goals, and can be directly integrated with your dialer for real-time and historical data collection. Once the information is collected, patented IEX forecasting algorithms help you build an accurate forecast based on

historical connect trends – giving you a clear understanding of staffing requirements.

Build efficient schedules

The IEX TotalView system's ability to help you build efficient schedules tailored to your campaign will maximize agent productivity. With IEX TotalView, you can schedule dedicated outbound agents or blended inbound/outbound agents. You can even schedule agents for multiple channels in specific blocks of time. This gives you the flexibility you need to meet your business requirements across all media channels. And since IEX TotalView also has the ability to incorporate agent preferences or schedule bidding into the process, job satisfaction is also improved.

Monitor agent adherence

Your contact center's ability to meet goals also depends on how well agents follow their scheduled activities. When agents keep to the schedule, they are more likely to help you meet your campaign goals – and you get more productivity out of your dialer and your agents – without adding staff. The IEX TotalView Adherence Suite provides real-time and historical adherence features, enabling supervisors to easily monitor and analyze agent dialer activity. The result is better planning, improved agent performance and lower costs.

Manage change to meet goals

Efficiently running a center requires flexibility in handling unforeseen events. Using the IEX TotalView system's change management capabilities, you can reforecast throughout the day to see how your campaign plan is aligning with the actual day's events. This allows you to assess the impact changes have on the plan, such as agents calling in sick or not adhering to their schedules, as well as how actual handle times are impacting the daily plan, and much more. The real-time visibility gained with the IEX TotalView system's change management capabilities help ensure you consistently meet your center's goals.

In addition, the IEX TotalView WebStation feature provides agents and supervisors with Web-browser access for viewing schedules, monitoring performance and automating common contact center tasks. The tool can manage schedule bidding, trades and schedule changes and even manage vacation and time off requests, freeing management time to focus on customer service and operational objectives.

CAMPAIGN MANAGEMENT

By centralizing and automating list management, you will keep workloads consistent across dialers and agents connected with the "right" customers. We have partnered with Austin Logistics to create value from every customer interaction. Austin Logistics software and analytic solutions integrate with IEX solutions, helping you achieve higher RPC and revenue goals.

Austin Logistics' Contact Optimization solutions help organizations effectively interact with their customers by accurately predicting their behavior and response. Austin Logistics does this by working with customers to understand the in-house, credit and demographic data of their calling population and the objectives of their campaigns to develop successful custom modeling for the client's environment. Once that's complete, the accounts are scored to determine the probability of making a connect and identify the best time to call. Integrated with IEX TotalView, campaign management solutions optimize daily outbound calling schedules across single or multiple dialer environments, regardless of geography, or number and types of dialers.

Prioritize calling lists

Some list optimization software only focuses on prioritizing the list to increase the RPC rate. Austin Logistics solutions optimize the list to increase the RPC rate, and make a connection when the party is most open to making a decision. The Austin Logistics CallTech™ solution, a patented predictive analytic system, mines prior dialing history, account information and consumer demographic data to optimize daily outbound call schedules that adhere to each

company's own business rules and strategies. The result: more responsible parties or eligible buyers are contacted when they are available and willing to make a commitment.

Manage calling campaigns

Austin Logistic's OnQ™ solution, with patented, real-time list management technology, easily integrates with any dialer brand to automate and simplify dialing operations. This powerful tool can manage the entire day or week's campaign and ensure goals and/or quotas are met despite staffing fluctuations. It can even enforce rule compliance through real-time monitoring and reporting. OnQ delivers reduced resource costs, more efficient dialer operations and campaign management to most effectively achieve calling goals.

Predict consumer response

A powerful alternative to traditional behavior scoring, the Austin Logistics ActionSelect™ solution predicts each customer's response to an outbound medium such as an email, a call, a collection letter or a bill insert. ActionSelect scoring allows you to compare response effectiveness to identify the best, most profitable contact method for each account.
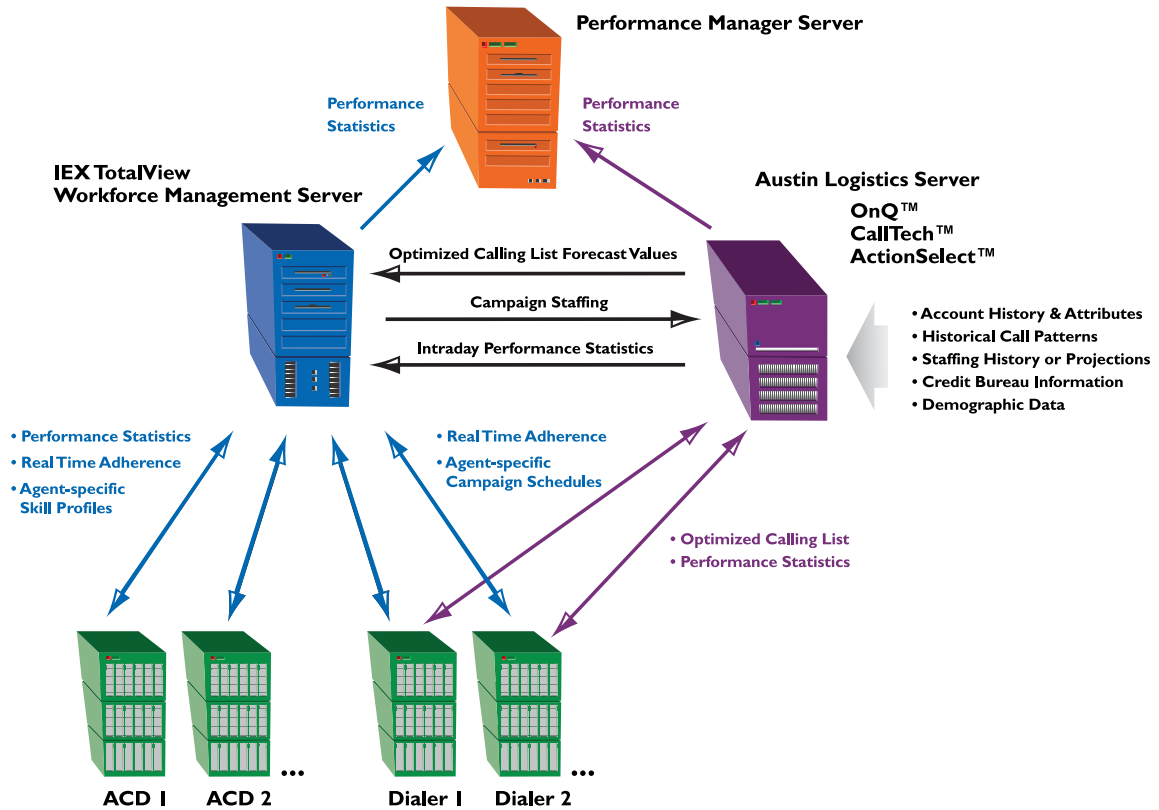
PERFORMANCE MANAGEMENT

IEX performance management solutions are tailored to meet the unique needs of your outbound center. Designed with in-depth knowledge of organizational needs, IEX solutions offer an alternative to traditional business intelligence or other standard analytical and reporting tools.

Prove your success

With Performance Manager you can analyze your workforce management processes as well as your list and campaign management strategies. Additionally, it allows you to examine agent performance using balanced scorecards that highlight quality and productivity results across all types of contacts handled by the agent, including inbound, outbound and multimedia.

Outbound Contact Management

Performance Manager Server

Performance Statistics

Performance Statistics

IEX TotalView Workforce Management Server

Austin Logistics Server

OnQ™
CallTech™
ActionSelect™

Optimized Calling List Forecast Values

Campaign Staffing

Intraday Performance Statistics

• Account History & Attributes
• Historical Call Patterns
• Staffing History or Projections
• Credit Bureau Information
• Demographic Data

• Performance Statistics
• Real Time Adherence
• Agent-specific Skill Profiles

• Real Time Adherence
• Agent-specific Campaign Schedules

• Optimized Calling List
• Performance Statistics

ACD 1   **ACD 2**   ...   **Dialer 1**   **Dialer 2**   ...

A SUCCESSFUL OUTBOUND ENVIRONMENT

Workforce, campaign and performance management practices and technologies closely integrate to deliver the real-time data you need to run a successful outbound operation. Data from virtually any ACD or dialer can be funneled back into your workforce and campaign management servers, ensuring campaign staffing produces profitable, productive contacts.

From a workforce management perspective, agents should be scheduled at the best time to connect with customers, ensuring better collections or higher revenue generation. Instead of basing forecasts on history, you can now tie scheduling forecasts to the action plans that help you achieve your goals, even using credit bureau

and demographic data. From a campaign management perspective, unforeseen staffing changes – whether they're due to terminations, no shows, or emergency meetings – won't hinder your campaign's success. With the IEX TotalView system's change management capabilities, updated staffing results are continually fed to the campaign system, so you can reorder the list on the dialer – ensuring your goals are consistently met.

Additionally, the Performance Manager solution taps into the IEX TotalView system's data to deliver balanced scorecards throughout the organization, from the CEO to the agent level.

By combining workforce, campaign and performance management technologies, you gain the intelligence needed to run the most efficient outbound operation possible.

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