

Abstract: 2009 Contact Center Workforce Management Market Report

DMG Consulting's **2009 Contact Center Workforce Management Market Report** provides an in-depth analysis of the Workforce Management (WFM) market, covering vendors, product functionality, technology, market trends, challenges and opportunities, market share, adoption rates, benefits, return on investment (ROI), best practices, customer satisfaction, and pricing. It also discusses the new and emerging enterprise uses for WFM solutions. This Report will give you a thorough understanding of the contact center and enterprise WFM market, the information needed to select the right solution, and the best practices for a successful implementation.

2009 will be a challenging year for businesses. Managers across the enterprise will be called upon to reduce costs and make sacrifices and changes for the good of the enterprise. Contact center managers will be required to do more with less. In this recessionary period, changes could come in the form of unplanned staff cuts, decreases in service levels, reversal of approved investments, elimination of training programs, and possibly a reduction in operating hours. The question is how to make these changes without impacting customer service to the point where it becomes a casualty of the recession.

The WFM market posted a strong growth rate in 2008 despite the maturity of the market and the global recession. The number of WFM seats/agents grew by a healthy 7.4% percent, from 3,463,571 agent/seats in 2007 to 3,719,294 in 2008. While three vendors dominated the market and accounted for nearly three-quarters of the installed base, the smaller vendors grew at a faster rate in 2008.

Growth in the WFM market was fueled by customer-driven innovation, investments to simplify the use of applications, and general willingness of vendors to adapt their solutions to meet the changing needs of contact centers. WFM solutions are getting better at addressing the needs of multi-site, multi-channel (phone, email, IM/Chat, fax, mail, etc.) and multi-skill environments. Vendors are striving to deliver WFM applications that are easier to use and more Web-centric. They are also introducing modules to address non-contact center uses for back office activities and retail and branch offices, helping other enterprise departments become more efficient.

WFM is the leading productivity tool for contact centers. It is essential for running an efficient, effective and high-quality contact center. DMG expects the WFM market to grow by 6% in 2009, 7% in 2010 and 9% in 2011. WFM solutions help managers ensure they have the right number of agents with the right skills in the right roles at the right time. By optimizing the use of the new generation of WFM solutions, contact centers can reduce staff-related costs by 10-20%.

The **2009 Contact Center Workforce Management Market Report** includes new sections on management and agent best practices, as well as a section dedicated to long-term, strategic planning, an area of increasing importance to contact center and enterprise executives.

The 2009 Report provides a detailed review of nine leading and contending WFM vendors, including: Aspect, Calabrio, Inc., Genesys, GMT, IEX (a NICE Company), inContact (formerly UCN), InVision Software AG (InVision), Pipkins and Verint Systems, Inc. (Verint). The Report also includes a directory of 30 additional vendors who offer contact center WFM solutions.

Report Highlights

- The WFM market grew by 7.4% in 2008 despite the maturity of this market
- WFM solutions improved significantly over the past two years; they are now easier to implement, use and maintain, and more innovations are planned for 2009
- Non-contact center uses of WFM are growing, especially for back-office, retail and branch operations
- Hosted/SaaS WFM solutions enable contact centers to acquire WFM without large up-front capital investments
- Management and agent best practices and long-term and strategic planning will help managers optimize contact center performance, reduce operating costs and improve customer and agent satisfaction
- DMG expects the WFM market to grow by 6% in 2009, 7% in 2010 and 9% in 2011., as contact centers strive to reduce staff-related costs

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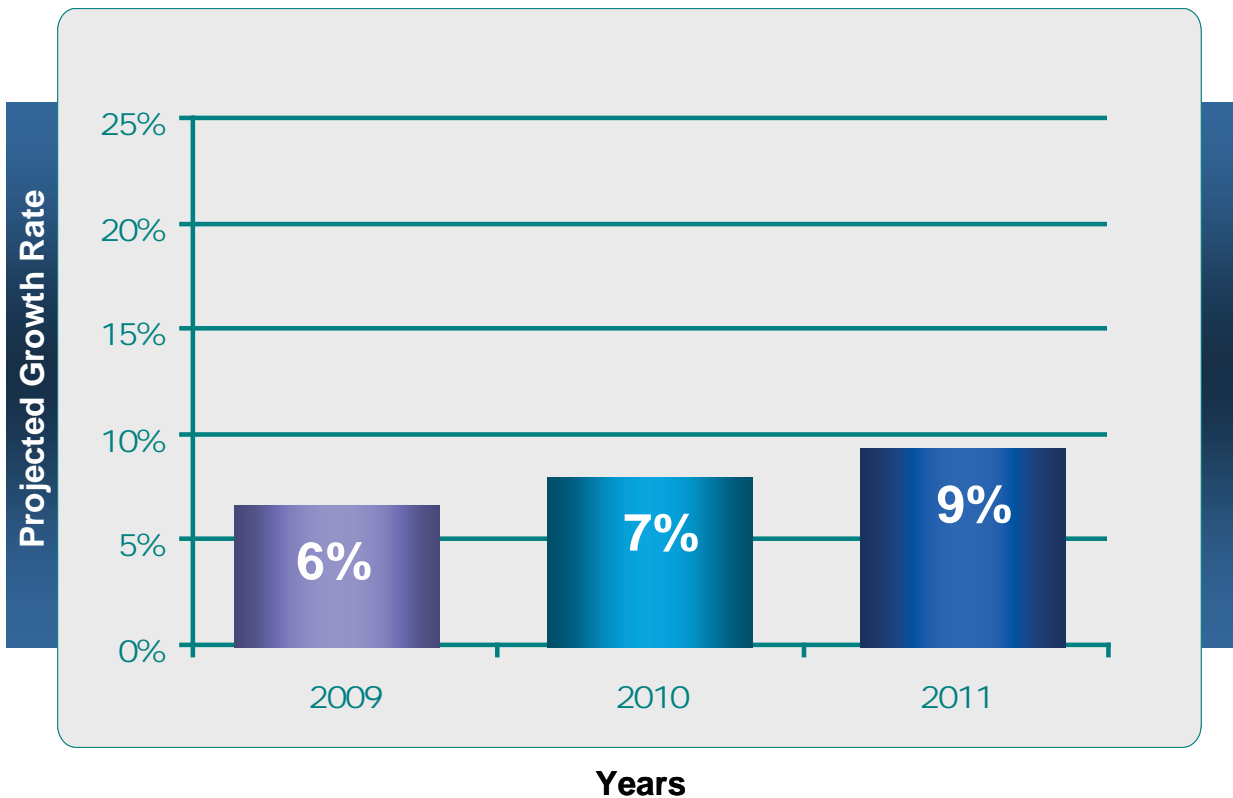
Key Reasons to Buy This Report

- This 307-page Report is the most timely, in-depth and objective analysis of the contact center workforce management market
- Obtain the accurate and comprehensive product, technology, pricing and market data you need to make the right investment decision
- Understand how innovation is driving growth in this market and how the latest enhancements to WFM solutions can improve your contact center's performance
- Learn how to utilize WFM solutions to survive the recession without negatively impacting service level and the customer experience
- Discover which WFM modules are necessary for your business, the benefits they provide and which features you can hold off for the future
- Gain a better understanding of how long-term strategic planning can enhance your contact center's performance while reducing staff-related expenses
- Learn the best practices that are critical for successfully implementing WFM solutions and how to avoid common and costly pitfalls

Key components of this report are:

- Overview of the contact center WFM market, vendor categories, trends, challenges, and how this technology segment will continue to evolve over time
- Analysis of service delivery options for WFM solutions to assist users in selecting the right option for their organization
- New Report sections dedicated to best practices and long-term and strategic planning
- Analysis of the ROI from WFM projects and the specific benefits enterprises should expect to realize
- Review of the competitive landscape and the options for end-user WFM programs
- Comprehensive corporate, technical and functional side-by-side comparisons of nine leading vendors and their solutions, including a vendor satisfaction analysis, pricing and roadmaps for future developments
- Company reports critiquing all aspects of active and upcoming WFM solutions, differentiators and vendors' future R&D plans
- WFM market share and market adoption analysis and projections
- WFM vendor directory

Sample Figure:



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