

ABSTRACT



2020 – 2021 Workforce Management Product and Market Report



DMG Consulting's 2020 – 2021 Workforce Management Product and Market Report, the 13th annual edition, provides an in-depth analysis of the contact center workforce management (WFM) sector, the competitive landscape, vendors, product suites, technology and innovation. The Report explores the impact of trends such as the digital transformation, the gig economy, artificial intelligence (AI) enablement, automation and the hybrid workforce on the WFM market. It is intended to assist leaders in contact centers, back offices, branches, IT and enterprises in making the right product and vendor selections to meet their current and future WFM needs.

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Today's WFM solutions are evolving to keep pace with the changing business world. The workforce has changed, as have other management trends, including the introduction of innovative smart technology, expanding global business and broader market opportunities. The last few years have seen enhancements to WFM solutions to meet the needs of omni-channel service environments, multi-national enterprises and the Millennial and Gen Z workforce. The best of today's solutions make sure the right number of resources with the right skills and personality are available to deliver optimal service. Flexible planning approaches, like real-time adaptive scheduling, are starting to be used to address the variable schedule needs of the gig economy and employees' demand for work/life balance.

AI-based technologies, such as predictive analytics and machine learning, are being incorporated into WFM solutions to automate the selection of the optimal forecasting model for each business's unique situation. Predictive analytics is already helping companies make better hiring decisions and reduce agent churn. It can also be used to predict if work will be completed on time. Machine learning uses an iterative learning process to improve schedule accuracy by validating predictive models. AI and machine learning are expected to play an even greater role in the future by improving the accuracy of forecasts and schedules, as well as enhancing self-learning and adaptive real-time scheduling, performing long-term forecasting and strategic planning, and simulation of routing rules and agent skills.

WFM solutions now offer self-service capabilities that enable agents to create and manage their own schedules. AI-based features allow agents' requests for schedule changes or time off to be submitted in plain language and dispositioned automatically based on pre-defined rules. Gamification and enhanced visibility into their own performance help keep agents engaged and motivated. Real-time alerts keep agents up to date about contact center status, which helps them stay on task and improve their performance.

Real-time adaptive scheduling benefits agents, contact centers and customers.

While it provides flexible scheduling options for agents, it also enables contact centers to address unexpected changes in demand and resources during the workday. It updates schedules throughout the day to help the service department comply with their service-level objectives and deliver a great customer experience. New-gen WFM solutions make employees active participants in modifying their schedules to respond to intraday changes. Automation is an important enabler of real-time adaptive scheduling, and in the future, WFM solutions will utilize self-learning techniques to further improve their effectiveness.

Keeping agents in adherence with their schedules is vital to effective staffing. Real-time adherence (RTA) solutions empower supervisors and agents to take immediate corrective action when deviations from user-defined adherence metrics occur, preventing negative impacts on the service level. Real-time notifications alert agents to impending activity changes and can prevent agents from taking new calls immediately prior to a break or other change in status.

An important part of improving agent engagement is to enable them to access their performance dashboards and schedules, sync their solutions with personal online calendars, request time off and view statistics from their mobile devices. WFM vendors have begun to invest in modernizing and simplifying agent and supervisor user interfaces (UIs) and user experiences (UXs) to improve access and navigation. Mobility features provide agents with 24/7 access to self-service features and a full complement of functions on their smartphones and tablets. This allows them to make and receive schedule modifications throughout the day, wherever they are located.

The *2020 – 2021 Workforce Management Product and Market Report* features the 4 leading WFM vendors, Aspect, Calabrio, NICE, and Verint, and 5 WFM suites. (Calabrio has two WFM solutions included in this analysis: Calabrio WFM, their legacy product, and Calabrio Teleopti WFM, based on their acquisition of Teleopti AB in June 2019.). QStory Ltd. is covered at a higher level.

Key Elements of this Report

- ⇒ WFM market segments and vendor-supported activities
- ⇒ Overview of the functional components that comprise a WFM solution, including core and optional modules offered in the 5 featured WFM suites, including small and mid-size business (SMB)/package solutions
- ⇒ Market, business and technology trends and challenges that are driving enterprise investments and influencing product development
- ⇒ WFM market innovation, including a review of recently introduced features and functionality and what is planned for the next 12 – 18 months
- ⇒ Insightful discussion on contact centers of the future and how changes in people, processes and technology are significantly impacting WFM
- ⇒ DMG's predictions for the future of WFM
- ⇒ Examination of the AI-enabled and automation capabilities in the 5 featured WFM solutions, including a comparative analysis of 15 key functional capabilities
- ⇒ Vendor back-office and branch capabilities that are supported by the 5 featured WFM suites
- ⇒ WFM market activity analysis, adoption rates and 5-year market growth projections
- ⇒ Review and assessment of the WFM competitive landscape, including an overview of the 5 leading and contending WFM vendors
- ⇒ Implementation analysis, including vendor methodology, best practices, and training and professional services
- ⇒ WFM benefits and return on investment (ROI) analysis
- ⇒ Vendor pricing for 250-seat on-premise and cloud-based WFM implementations for core forecasting and scheduling, plus incremental costs for optional modules, including intraday management, real-time adherence, agent self-service, vacation/time-off management, eLearning/meeting management, long-term planning, gamification, mobility, back-office WFM and branch WFM
- ⇒ Comprehensive customer satisfaction survey results that measure and rank ratings across 15 product capabilities and 11 vendor categories
- ⇒ Detailed company reports for the 4 leading and contending WFM vendors, analyzing their products, functionality and future product development plans
- ⇒ Comprehensive WFM Vendor Directory



Report Highlights

- ***New-gen WFM solutions are taking service optimization to the next level:*** Today's WFM solutions are addressing a difficult challenge: making sure companies have the right number of resources with the right skills at all times. This is a necessity for companies that want to deliver an outstanding and optimized customer experience in each customer's channel of choice.
- ***AI-enabled features are enhancing the capabilities of WFM solutions:*** AI-based predictive analytics is being used to select the best models for staffing and scheduling. AI and machine learning are being leveraged in skill proficiency assignments and to support outcome-driven routing strategies.
- ***Self-service capabilities empower agents to create and manage their own schedules:*** Automated dispositioning of agents' requests for schedule changes and time off help accommodate the need for a work/life balance. Enhanced mobility features also allow agents to access their performance statistics and modify their schedules from any location.
- ***Real-time adaptive scheduling keeps contact centers aligned with their service-level objectives:*** AI and automation technology have changed the role and importance of intraday management, converting it into a solution that adapts in real time to respond to dynamic changes occurring in the service department.



Enterprise Workforce Management



Source: DMG Consulting LLC, March 2020

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