

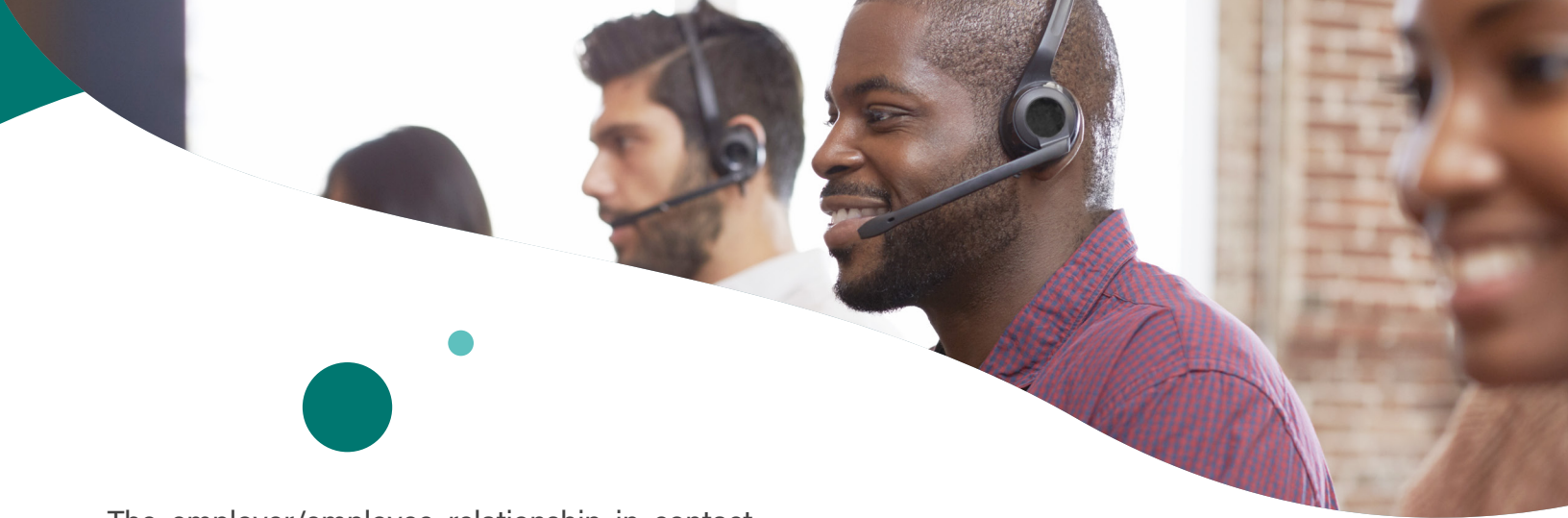


Abstract

2021 – 2022 Workforce Optimization/Workforce Engagement Management Product and Market Report

DMG Consulting LLC's **2021 - 2022 Workforce Optimization/Workforce Engagement Management Product and Market Report** (*formerly the Workforce Optimization Product and Market Report*) presents an in-depth analysis of the trends, competitive landscape, product suites, technology and innovation in this vital contact center sector. The change in the Report's title reflects the increased use of the term workforce engagement management (WEM) by vendors to refer to this contact center segment. This Report, the 18th annual edition, highlights how these essential solutions are evolving to meet the needs of the hybrid workforce, the artificial intelligence (AI)-enabled digitally transformed contact center, and heighten the profile of contact centers as important corporate contributors.





The employer/employee relationship in contact centers is finally being re-evaluated and redefined. Enterprise leaders have awakened to the need to update their business practices to address longstanding issues and re-examine compensation for agents who deserve recognition for vital contributions to their companies. Agents represent their brand to the public and must have extensive knowledge of their companies and products, more than almost any other group of employees in the enterprise. The contact center should be managed with the same expectations and scheduling flexibility as any other department in a company; this includes reasonable occupancy rates, and flexible working hours, breaks and vacations, as well as the ability to work on-site or remotely.

The technology and applications needed to enhance the management of contact centers are available, as evidenced by the transformation of these departments in the last couple of years. In the early days of the pandemic, contact center leaders sent their staff home to work. Workforce optimization (WFO)/WEM and workforce management (WFM) solutions helped keep

customer service departments and contact centers open and running efficiently while staff worked almost entirely remotely, when many other enterprise departments had to shut down due to office closures. Agents expect to be able to retain the non-traditional and flexible schedules that proved successful for them – and their companies – during the pandemic. Hybrid and fully remote staffing models are becoming more widely accepted, even if they are not the preferred approach for the majority of contact center leaders. Companies that want to deliver an outstanding customer experience (CX) must provide a flexible and rewarding work environment that enables them to hire and retain great agents.

The service world is also adapting to customers' increasing preference for self-service. Major innovations are occurring in the form of intelligent, AI-enabled conversational self-service solutions that customers find compelling and convenient. These solutions, along with greatly enhanced automation applications, are taking on the bulk of routine inquiries, freeing agents to handle more complex and high-value interactions. This is altering and upgrading the role of agents as it is enriching their job responsibilities and transforming them into customer advocates.



Workforce optimization/workforce engagement management solutions play a critical role in delivering a consistently outstanding CX. Companies should look at the service experience through the eyes of their customers and put in place policies, procedures and tools that allow them to identify and correct operational and technical obstacles throughout the enterprise that hinder the customer journey. Many of the 12 WFO/WEM applications that comprise these suites should be rolled out to multiple customer-facing departments in the enterprise. This will position all of the departments that contribute to the customer journey to fully resolve customer issues during the first contact, regardless of where an inquiry originates or the customer's choice of channel. Customer journey analytics, a relatively new concept and application, can also help enterprises by capturing and providing insights about bottlenecks in the service process so they can be rapidly addressed and fixed.

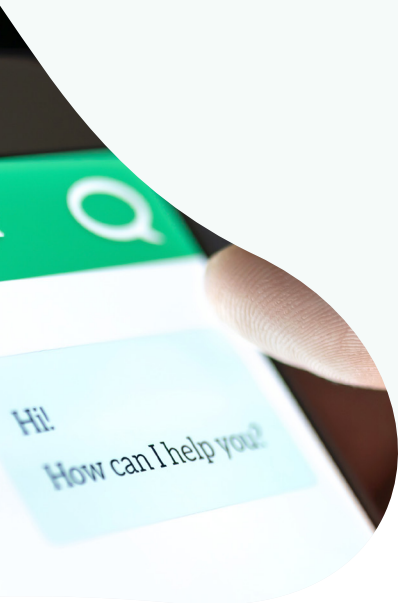
The pace of innovation in contact centers is more rapid than ever. Interaction (text and speech) analytics is automating trend discovery while improving agent compliance and reducing fraud. Analytics-enabled quality management (AQM) is bringing automation to the 50-year-old manual quality management (QM) process, allowing managers and employees to delight

their customers. Gamification applications are recognizing and rewarding agents for outstanding performance, whether they work on-site or remotely. And the new generation of WFM software is giving employees choices of where and when they work, enabling them to balance their personal and professional responsibilities. Real-time guidance and next-best-action applications help agents resolve issues on the first try, while delivering a more positive approach to coaching and training. This is just a sample of what has come to market recently, and it's just the beginning of the anticipated contributions of the new AI-enabled WFO/WEM applications.

The 2021 – 2022 edition of the Workforce Optimization/Workforce Engagement Management Product and Market Report features 7 leading and contending vendors: Alvaria, Calabrio, Eleveo, Five9, NICE, OnviSource and Verint. Three additional vendors – Authority Software, DVSA Analytics and Playvox – are covered at a high level. This Report is intended to help contact center, IT and enterprise leaders and managers in small, mid-size and large companies select the right solution, technology, functionality and partner to meet their organization's current and future WFO/WEM needs.

Report Highlights

- **WFO/WEM solutions are helping to raise the profile of contact centers and their agents:** Contact center agents deserve the same work/life balance, fair wages and recognition for their contributions as their peers in other corporate departments. Workforce optimization/workforce engagement management solutions provide important tools to transform the management of contact centers. All that remains is for corporate and departmental leaders to get on board and work with employees to implement the changes.
- **Intelligent self-service solutions contribute to a great customer experience:** Customers increasingly prefer the use of conversational self-service solutions. These applications, along with intelligent automation solutions, are completing many common inquiries, allowing agents to focus on more complicated and worthwhile transactions. This is a win-win as it both enhances the agent role and yields a more satisfying CX.
- **It's time for WFO/WEM solutions to become standard employee productivity and engagement tools:** WFO/WEM applications can benefit many departments in a company. They can provide a greater level of oversight, analytics, automation and intelligence to managers throughout the enterprise. This will help companies deliver a differentiated service experience and a consistently outstanding CX, which are both top corporate goals.
- **Rapid technological innovation in contact centers is leading the way into the future of service:** Innovation in contact centers is happening at a torrid pace. The world of service is being transformed by artificial intelligence, automation, analytics, the digital transformation, self-service, and a lot more. WFO/WEM applications are giving enterprise leaders the insights they need to delight customers while becoming employers of choice for agents.

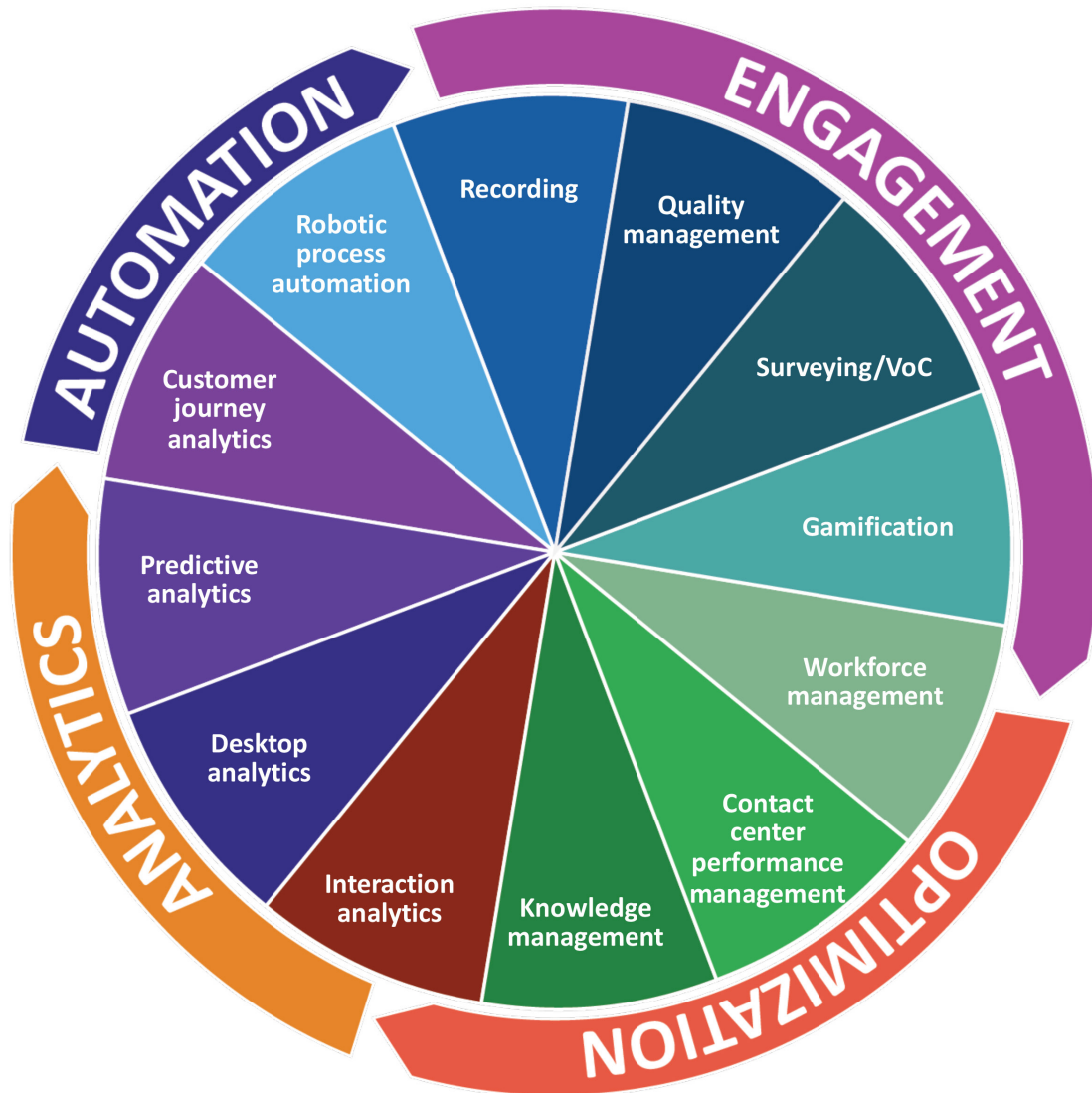


Key Reasons to Buy This Report

- ▶ WFO/WEM suites defined: an overview of the functional components of a WFO/WEM solution, including the core and optional modules offered in the featured WFO/WEM suites
- ▶ Market and business trends and challenges that are driving enterprise investments and influencing product development
- ▶ WFO/WEM market innovation, including a review of recently introduced functionality and what is planned for the next 12 – 18 months
- ▶ Timely discussion of the role of WFO/WEM solutions in the contact center's ability to sustain a work-at-home (WAH) and hybrid staffing model
- ▶ How AI is going to alter and improve contact center technology and operations during the next 5 – 20 years
- ▶ Insightful look at how smart technology, analytics, automation and elevated customer expectations are changing perceptions of the contact center and the role of agents
- ▶ In-depth examination of the 11 key WFO/WEM suite components, including a comparative analysis of the functional capabilities of each application in the 7 featured solutions
- ▶ Review of the WFO/WEM competitive landscape and vendor competitive positioning, including company snapshots of the featured WFO/WEM competitors
- ▶ Comprehensive customer satisfaction survey results that measure and rank ratings across 10 vendor categories, 13 WFO/WEM modules, 11 product features and 10 suite capabilities
- ▶ Detailed pricing analysis for a 250-seat on-premise and cloud-based QM/recording/coaching implementation, including incremental costs for AQM, WFM, gamification, surveying, knowledge management (KM), and interaction analytics
- ▶ Detailed company reports for the 10 WFO/WEM vendors covered in detail or at a high level, analyzing their products, functionality and future product development plans
- ▶ Comprehensive WFO/WEM Vendor Directory



WFO/WEM Suites



Source: DMG Consulting LLC, December 2021

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