DMG
CONSULTING LLC

Abstract

Enterprise Workforce Optimization/Workforce Engagement Management Product and Market Report

DMG Consulting LLC's ***Enterprise Workforce Optimization/Workforce Engagement Management Product and Market Report*** presents an insightful and in-depth analysis focused primarily on the contact center workforce optimization (WFO) and workforce engagement management (WEM) sector. The Report explores today's WFO/WEM market, its current trends and challenges, competitive landscape, product suites, increasingly sophisticated technology, and the wave of innovation that is propelling these valuable solutions into the future. It also explains how artificial intelligence (AI), analytics, and automation are being leveraged in WFO/WEM modules to enhance the customer experience (CX) and employee experience (EX), and to raise the profile of contact centers to the status of essential corporate contributors.

The primary purpose of WFO/WEM solutions is to capture and provide the insights, analytics, and automation that companies need to build and maintain outstanding and enduring relationships with their customers and employees. This is a particularly vital goal in an era where customer expectations continue to shift and expand, and employee retention is growing in importance. The definition of a great customer experience continues to evolve, and any company that wants to provide an outstanding CX must utilize a flexible servicing infrastructure that adapts as quickly as its customers' requirements change.

This is where AI comes in. A number of AI technologies, enabled by the flexibility and processing power of the cloud, are the driving forces behind most of the innovation occurring in the market. Artificial intelligence-based technologies harness real-time capabilities that allow enterprises to deliver a responsive and fluid service experience. AI gives agents or automated self-service solutions customized guidance and context-based information that position them to meet and exceed the expectations of each person who reaches out for assistance.

Predictive analytics is a particularly important piece of the service puzzle. Built on a variety of AI technologies, predictive analytics provides the right answer or information, discussion points, and sales opportunities to give each customer a personalized experience, precisely suited to their needs. This puts the customer's needs first, which is an essential goal for companies, and it is an approach that will drive radical and transformative changes throughout the customer journey, not just in contact centers and customer service departments.

Many components of a "contact center" WFO/WEM suite can produce substantial benefits beyond the contact center, to other people-intensive enterprise functions, particularly back-office and branch operating departments. WFO/WEM applications can provide the necessary oversight, automation, and intelligence to assist these employees in delivering the service experience their customers expect, cost effectively. Desktop analytics (DA) is especially well-suited for back-office and branch operations because it can capture the applications, screens, and fields

that employees access. DA can monitor the number of cases and work items that employees handle, measure the amount of time they spend on each one, and function as a workload tracking system across the enterprise.

Because WFO/WEM applications improve the CX and EX while increasing productivity, these solutions sell well in good and bad economic times. The WFO/WEM applications enhance the operating environment by reducing callbacks, follow-up inquiries, and re-work, helping employees provide correct information and perform their tasks right the first time. They improve the service experience and decrease average handling time by delivering real-time guidance to employees while transactions are in progress. They apply robotic process automation (RPA) to both lower-value and more complex functions, lessening the burden on human employees and freeing them up to help customers, which is generally the job function that they find most satisfying. WFO/WEM solutions identify customer needs with interaction (speech and text) analytics, helping to resolve issues before they escalate. They use workforce management (WFM) applications to ensure a department is properly staffed with employees who have the right skills to perform the work.

The 2022 – 2023 edition of the Enterprise Workforce Optimization/Workforce Engagement Management Product and Market Report features 7 leading and contending vendors: Alvaria, Calabrio, Five9, NICE, OnviSource, Playvox, and Verint. 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

- **Artificial intelligence enables companies to deliver a customer experience tailored to the needs of each person:** AI enables human agents and automated intelligent self-service solutions to provide customers with a unique and high-quality service experience in every interaction.
- **A customer-first strategy is imperative in today's service culture:** AI-enabled solutions are bringing a much-welcomed end to the days of static scripts and inflexible service, enabling companies to achieve the essential goal of putting the customer first. At the same time, these "intelligent" applications vastly improve the EX by delivering the right information and approach to handle each and every contact.
- **Satisfied employees make satisfied customers:** Companies that want to thrive in today's business world must create a positive, flexible, and rewarding work environment that enables them to hire and retain great employees. And they need to support their staff with intelligent tools and updated processes that empower them to become customer advocates who provide a frictionless CX, cost effectively.
- **CCaaS vendors are the providers of most of the WFO/WEM solutions in the market today:** Enterprises prefer to purchase their solutions from one vendor. This simplifies the acquisition process as well as the ongoing maintenance of the solution.
- **WFO/WEM solutions sell well, regardless of the state of the economy:** WFO/WEM suites improve the CX and EX while enhancing productivity, critical goals in good and bad economic times. These solutions also enable productivity improvements, which can yield significant savings for contact centers, branches, and back-office operations.

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 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
- Examination of what an outstanding CX means today and how surveying/voice of the customer (VoC), customer journey analytics (CJA), and performance management help the enterprise understand it and deliver it from the customer perspective
- Timely discussion of how improving the agent experience is critical to attracting and retaining agents in the midst of the Great Resignation, including how WFO/WEM solutions such as WFM, analytics-enabled quality management (AQM), knowledge management (KM), and gamification engage and empower agents
- Examination of essential AI applications in contact centers and how AI is transforming the agent experience and elevating the CX
- Discussion of how back office and branch environments can benefit from WFO/WEM solutions
- 5-year projections for 11 WFO/WEM applications
- Review of the WFO/WEM competitive landscape, including company snapshots of the featured WFO/WEM competitors
- Comprehensive customer satisfaction survey results that measure and rank ratings across 11 vendor categories, 10 WFO/WEM modules, and 7 product features
- Detailed pricing analysis for a 250-seat on-premise and cloud-based quality management (QM)/recording/coaching implementation, including incremental costs for AQM, WFM, gamification, surveying, KM, and interaction analytics
- Detailed company reports for the 7 featured WFO/WEM vendors, analyzing their products, functionality, and future product development plans
- WFO/WEM Vendor Directory

Sample Figure:

Contact Center WFO/WEM Suite

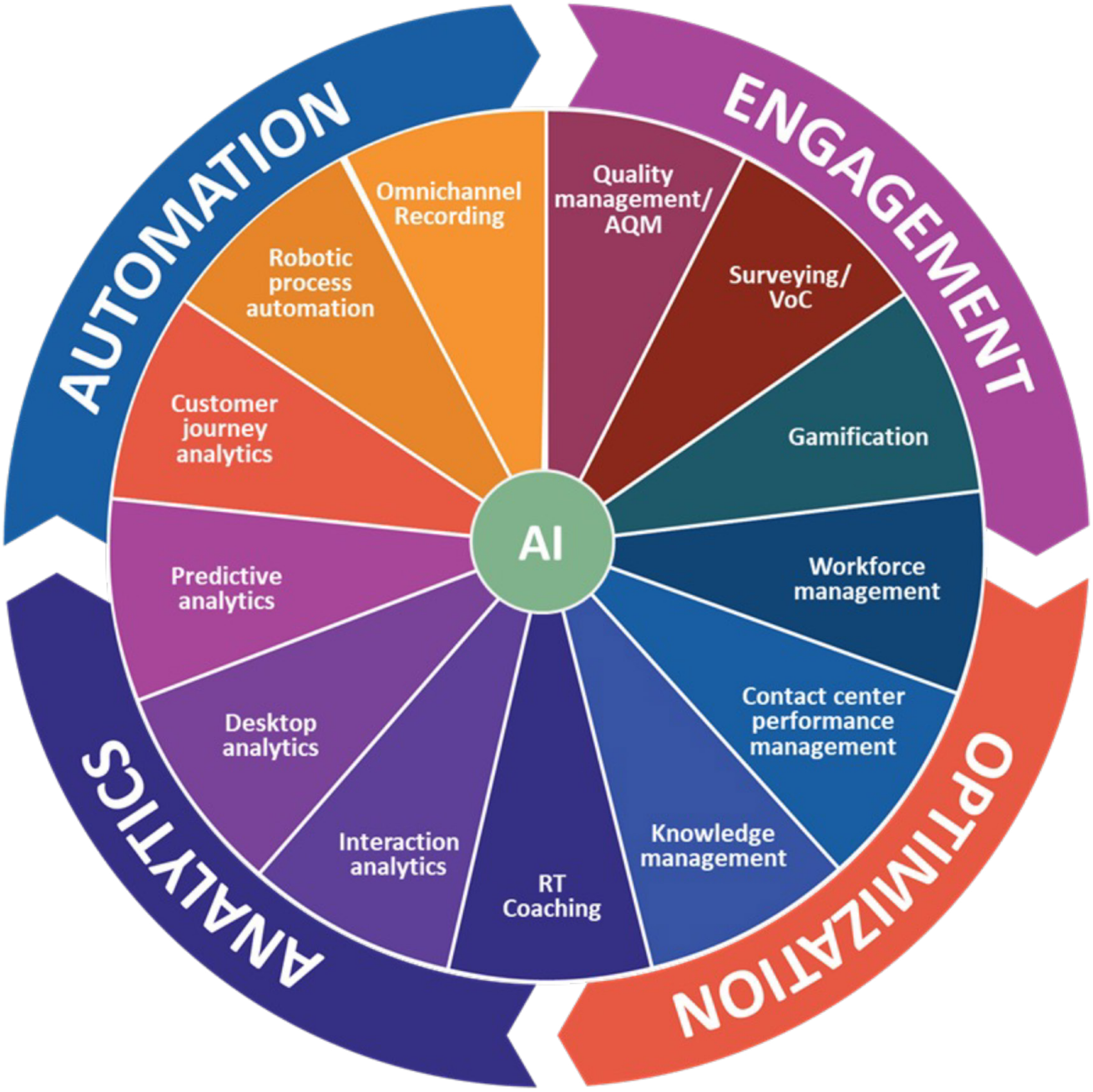
AUTOMATION
ENGAGEMENT
OPTIMIZATION
ANALYTICS
AI
Omnichannel Recording
Quality management/ AQM
Surveying/ VoC
Gamification
Workforce management
Contact center performance management
Knowledge management
RT Coaching
Interaction analytics
Desktop analytics
Predictive analytics
Customer journey analytics
Robotic process automation

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Table of Contents

1. Executive Summary
2. Introduction
3. DMG Consulting Research Methodology
    - 3.1 Report Participation Criteria
4. Workforce Optimization/Workforce Engagement Management Suites
    - 4.1 Workforce Optimization/Workforce Engagement Management Vendor Suite Overview
5. Workforce Optimization/Workforce Engagement Management Trends and Challenges
    - 5.1 Workforce Optimization/Workforce Engagement Management Trends
    - 5.2 Workforce Optimization/Workforce Engagement Management Challenges
6. Workforce Optimization/Workforce Engagement Management Market Innovation
    - 6.1 New Product Features
    - 6.2 Emerging Capabilities
7. The CX Imperative: It Takes an Enterprise
    - 7.1 Surveying/Voice of the Customer
    - 7.2 Customer Journey Analytics
    - 7.3 Performance Management
8. Delivering EX-cellence
    - 8.1 Workforce Management
    - 8.2 Analytics-Enabled Quality Management
    - 8.3 Knowledge Management
    - 8.4 Gamification
9. Artificial Intelligence, Analytics, and Automation
    - 9.1 Interaction Analytics
    - 9.2 Robotic Process Automation
    - 9.3 Predictive Analytics
10. Back-Office Operations/Branch Workforce Optimization/Workforce Engagement Management
    - 10.1 Desktop Analytics
11. Workforce Optimization/Workforce Engagement Management Projections
12. Workforce Optimization/Workforce Engagement Management Competitive Landscape
    - 12.1 WFO/WEM Suite Competitive Positioning
        - 12.1.1 Company Snapshots
    - 12.2 High-Level Functional Summary
        - 12.2.1 High-Level Functional Components
        - 12.2.2 Recording
        - 12.2.3 Security and Compliance
        - 12.2.4 Dashboards, Reporting, and Analytics

Table of Contents

2 of 2

13. Workforce Optimization/Workforce Engagement Management Customer Satisfaction Survey
    - 13.1 Summary of Survey Findings and Analysis: Vendor Categories
        - 13.1.1 Vendor Satisfaction by Category and Customer
        - 13.2 Summary of Survey Findings and Analysis: WFO/WEM Modules
        - 13.2.1 WFO/WEM Module Satisfaction, by Category and Customer
    - 13.3 Summary of Survey Findings and Analysis: WFO/WEM Product Features
        - 13.3.1 WFO/WEM Product Features Satisfaction, by Category and Customer
    - 13.4 Customer Background and Insights
        - 13.4.1 Departments Using WFO/WEM
        - 13.4.2 How the WFO/WEM Solution is Helping to Address Top Contact Center Challenges
        - 13.4.3 Top 3 - 5 WFO/WEM Limitations
        - 13.4.4 Additional Comments

14. Pricing
    - 14.1 Pricing for a 250-Seat Premise-Based WFO/WEM Solution
    - 14.2 Pricing for a 250-Seat Cloud-Based WFO/WEM Solution

15. Company Reports
    - 15.1 Alvaria
    - 15.2 Calabrio
    - 15.3 Five9, Inc.
    - 15.4 NICE
    - 15.5 OnviSource
    - 15.6 Playvox
    - 15.7 Verint Systems

Appendix: Workforce Optimization/Workforce Engagement Management Vendor Directory

Table of Figures

1 of 3

Figure 1: Contact Center WFO/WEM Suite
Figure 2: Product Information
Figure 3: WFO/WEM Trends for 2022
Figure 4: WFO/WEM Challenges
Figure 5: New Product Features, by Vendor
Figure 6: Future Enhancements, by Category
Figure 7: Surveying
Figure 8.1: Surveying/Voice of the Customer (VoC)/CX
Figure 8.2: Surveying/Voice of the Customer (VoC)/CX
Figure 9: Customer Journey Analytics in Action
Figure 10.1: Customer Journey Analytics (CJA)
Figure 10.2: Customer Journey Analytics (CJA)
Figure 11: Contact Center Performance Management in Action
Figure 12.1: Contact Center Performance Management (CCPM)
Figure 12.2: Contact Center Performance Management (CCPM)
Figure 13: New-Gen WFM
Figure 14.1: Workforce Management (WFM)
Figure 14.2: Workforce Management (WFM)
Figure 15: Analytics-Enabled Quality Management
Figure 16.1: Analytics-Enabled Quality Management (AQM)
Figure 16.2: Analytics-Enabled Quality Management (AQM)
Figure 17.1: Knowledge Management (KM)
Figure 17.2: Knowledge Management (KM)
Figure 18: Gamification
Figure 19.1: Gamification
Figure 19.2: Gamification
Figure 20: Artificial Intelligence, Machine Learning and Predictive Analytics
Figure 21: Standard Capabilities of a Full-Featured IA Solution
Figure 22.1: Interaction Analytics (IA)
Figure 22.2: Interaction Analytics (IA)
Figure 23: Robotic Process Automation
Figure 24.1: Robotic Process Automation (RPA)
Figure 24.2: Robotic Process Automation (RPA)
Figure 25: Predictive Analytics in Contact Centers

Table of Figures

Figure 26: Back-Office Challenges
Figure 27: Back-Office/Branch WFO
Figure 28: Desktop Analytics
Figure 29.1: Desktop Analytics (DA)
Figure 29.2: Desktop Analytics (DA)
Figure 30: WFO/WEM Application Projections, 2022 – 2026
Figure 31: 2023 Contact Center WFO/WEM Suite Competitive Positioning
Figure 32.1: Company Information as of September 30, 2022
Figure 32.2: Company Information as of September 30, 2022
Figure 33.1: High-Level Functional Summary
Figure 33.2: High-Level Functional Summary
Figure 34.1: Recording
Figure 34.2: Recording
Figure 35.1: Security and Compliance
Figure 35.2: Security and Compliance
Figure 36.1: Dashboards, Reporting, and Analytics
Figure 36.2: Dashboards, Reporting, and Analytics
Figure 37: Customer Survey Rating Categories
Figure 38: Average Vendor Satisfaction Ratings, by Category
Figure 39: WFO/WEM Product Suite Satisfaction Ratings, by Customer
Figure 40: Implementation Satisfaction Ratings, by Customer
Figure 41: Training Satisfaction Ratings, by Customer
Figure 42: Professional Services Satisfaction Ratings, by Customer
Figure 43: Ongoing Service and Support Satisfaction Ratings, by Customer
Figure 44: Innovation Satisfaction Ratings, by Customer
Figure 45: Responsiveness to Product Enhancement Requests Satisfaction Ratings, by Customer
Figure 46: Vendor Communication Satisfaction Ratings, by Customer
Figure 47: Pricing Satisfaction Ratings, by Customer
Figure 48: Cloud Services Satisfaction Ratings, by Customer
Figure 49: Overall Vendor Satisfaction Ratings, by Customer
Figure 50: Average WFO/WEM Modules Satisfaction Ratings, by Category
Figure 51: Omnichannel Recording Satisfaction Ratings, by Customer
Figure 52: Analytics-Enabled Quality Management Satisfaction Ratings, by Customer
Figure 53: Workforce Management Satisfaction Ratings, by Customer

Table of Figures

Figure 54: Interaction Analytics Satisfaction Ratings, by Customer
Figure 55: Surveying/VoC Satisfaction Ratings, by Customer
Figure 56: Performance Management Satisfaction Ratings, by Customer
Figure 57: Gamification Satisfaction Ratings, by Customer
Figure 58: Knowledge Management Satisfaction Ratings, by Customer
Figure 59: Robotic Process Automation Satisfaction Ratings, by Customer
Figure 60: Customer Journey Analytics Satisfaction Ratings, by Customer
Figure 61: Average WFO/WEM Product Features Satisfaction Ratings, by Category
Figure 62: Agent UI/UX Satisfaction Ratings, by Customer
Figure 63: Supervisor UI/UX Satisfaction Ratings, by Customer
Figure 64: Ability to Administer the Entire Suite from a Centralized Environment Satisfaction Ratings, by Customer
Figure 65: Regulatory and Compliance Features Satisfaction Ratings, by Customer
Figure 66: Business Intelligence, Analytics, and Reporting Capabilities Satisfaction Ratings, by Customer
Figure 67: Ease of Integration with Third-Party Applications Satisfaction Ratings, by Customer
Figure 68: Artificial Intelligence Satisfaction Ratings, by Customer
Figure 69: Departments Using WFO/WEM
Figure 70: How the WFO/WEM Solution is Helping to Address Top Contact Center Challenges
Figure 71: Top 3 - 5 Limitations of your WFO/WEM Solution
Figure 72: Additional Comments about your Experience with the Vendor and/or Product
Figure 73: Enterprise Pricing for a Single-Site, 250-Seat Contact Center; Premise-Based
Figure 74: Enterprise Pricing for a Single-Site, 250-Seat Contact Center; Cloud-Based

DMG
CONSULTING LLC

6 Crestwood Drive, West Orange, NJ 07052
(973) 325-2954 www.dmgconsult.com