A View from the Top:
Mastering Multichannel WFM Automation

Multichannel:
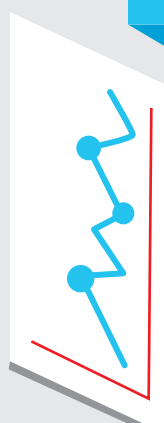
- 97% Inbound Phone
- 92% Email
- 49% Self-Service IVR
- 46% Chat
- 45% Mobile App
- 42% Social Media
- 24% SMS
- 20% Video
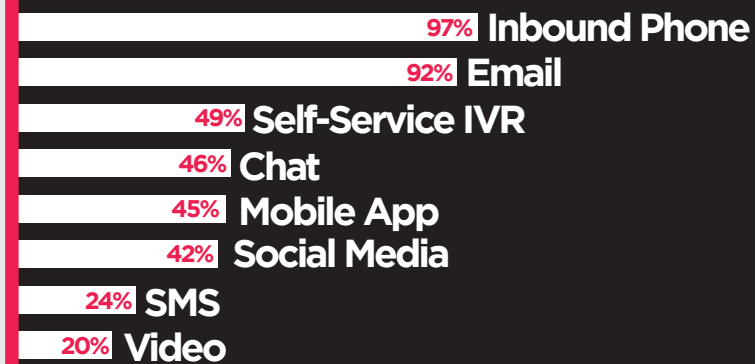
Scheduling Challenges:

- Agent Schedule Adherence
- Insufficient Staffing Budget
- Managing Real-Time Workload Demands

1 out of 2 contact leaders want automation to move agents from one skill or channel to another

47% Report having an automated WFM System

Agent Performance:

- 64% Say their agents are moderately engaged with the organization
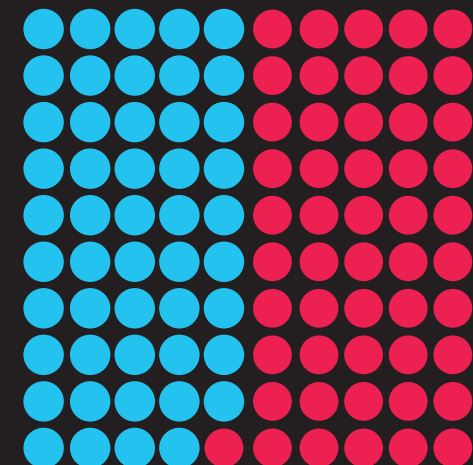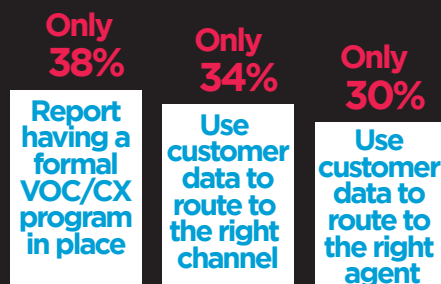- 54% Believe performance will improve if engagement increased

Top 3 Influencers that would help agents perform better:

- New tools or technologies
- Fewer screens or interfaces
- More training

VOC:

- Only 38% Report having a formal VOC/CX program in place
- Only 34% Use customer data to route to the right channel
- Only 30% Use customer data to route to the right agent

49% Have a dedicated workforce management team

Stats around Workforce Management & Multichannel Management (Based on 2014 ICMI Research)

ICMI   ıı· prognosis   Contact Center