Cost-efficient Scheduling of Outbound Campaigns for Blended Contact Centers

Teleopti WFM is a leading solution for contact centers allowing the optimization of workforce allocation towards demands across a wide range of channel types such as voice, email and chat. Teleopti is well known for developing sophisticated tools to schedule variable inbound traffic demand against a multi-skilled agent base. Now we extend these tools further to include the ability to effectively manage outbound campaigns.

Modern contact centers are faced with complex demands to ensure high service levels with minimum wastage. A wide range of skills for each agent requires sophisticated algorithms to allocate agents in order to ensure that the right people are working on the right things at the right time. The Teleopti WFM Outbound Manager module allows

resource managers to set a demand for an outbound campaign in a flexible manner across different days and times, and qualified agents are scheduled optimally to meet this demand. Agents can be multi skilled and blending with inbound skills, other outbound campaigns and other channel types such as chat and email.

The Teleopti WFM Outbound Manager is provided via a modern browser-based user interface, and is fully compatible with the Teleopti WFM solution. Using graphical elements a resource manager can get an overview of all campaigns, and delve deeper into individual campaigns. The status of campaigns is very easily viewed and required actions can be quickly taken to ensure, remove or add resources.

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Reap the benefits:

- **Optimization of Cost Across Activity**
Rather than having two groups - one for inbound and one for outbound - cost optimization can be improved by utilizing a common pool of agents. The Outbound Manager module can schedule agents across a wide range of activities and thereby ensure a high optimization. Agents with multiple skills can be optimized across multiple outbound campaigns.

- **Proactiveness**
The Outbound Manager module is responsive and allows progress to be monitored and appropriate action taken. This allows KPIs to be achieved and priorities to be maintained.

- **Campaign by Campaign Granularity**
The module allows multiple campaigns to be managed on an individual basis, with different KPIs, sales periods, operating windows and agents. This flexibility results in an ability to optimize each outbound campaign into the needs of the business.

- **Modern Web Based Technology**
By utilizing the latest in Internet technologies, deployment and operation of the system is simplified. This lowers related IT costs and ensures a high level of service availability. In addition the user interface is intuitive and allows a wide selection of browsers to be utilized.

Features overview

Check out this high-level list of features of the Teleopti WFM Outbound Manager module. Although feature-rich, Teleopti is the most user-friendly WFM solution on the market.

Outbound Campaign

✓ Through a user friendly web interface a resource manager defines a campaign. This includes parameters for the expected load to be generated, and day/time settings.	✓ Allocation of appropriately skilled agents to an outbound campaign. Multiple campaigns can be scheduled in parallel and blended with other channel types.
✓ A graphical interface to allow visualization of progress and status	✓ Fully compatible with Teleopti WFM vers 8
✓ A flexible number of agents per campaign ensures that campaigns of all sizes can be operated	✓ Agent administration to allow campaigns to be allocated only to specific qualified agents
✓ Outbound campaigns can be defined independently or as a generic activity	✓ Status and alarms to notify when issues arise

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Teleopti, a top, global provider of workforce management software, offers a world-class WFM solution that is sophisticated, localized and easy to use. As the largest "best-of-breed" vendor, Teleopti focuses on helping contact centers, back offices and retail stores improve customer service, employee satisfaction and profitability – through optimized, automated forecasting and scheduling.

Founded in 1992, Swedish-established Teleopti has customers in over 80 countries, numerous offices around the world – from Beijing to São Paolo – and a comprehensive global network of partners. With a record of continuous net profitability for over 20 years and with high customer satisfaction ratings, Teleopti serves as a reliable partner. Find out more: **www.teleopti.com**