



Web 2.0 and its Benefits

Sweetening the Workforce Optimization Suite

By Tom Goodmanson,
President & CEO, Calabrio



Introduction

There's no doubt workforce optimization software is an essential part of any contact center operation, increasing efficiency and productivity, empowering agents and exposing opportunities to improve customer service. Workforce management products provide a critical component to businesses that seek to balance agent availability with demand for their services. Combine that with other software options like quality assurance and analytics products, and the potential for true optimization increases exponentially. That is, if each component can effectively complement each other automating many of the business tasks that routinely take place in the enterprise.

Today's Challenge with WFO

Workforce optimization conceptually brings together many parts of the whole. But up until now, such a suite didn't truly exist. Contact centers could only piece their solution together by building from elements that may or may not have integrated smoothly. Moreover, applications often overlap, adding lack of clarity and cumbersomeness.

With each user requiring different elements in their workforce optimization software, a better option incorporates a consistent look and feel while delivering the ideals that make so many Websites popular and easy to use, such as a clear and comprehensive view, intuitive navigation and consistency between applications. Work silos effecting performance need to be eliminated so users are able to effectively multi-task and move freely within applications.

Why Web 2.0 is the Right Choice for the Contact Center

Web 2.0 is most commonly associated with interactive social media sites like iGoogle or My Yahoo, and the ability to personalize and network with other users. Web 2.0 is an infinite set of sites and principles that come together in a framework with endless conceptual possibilities.

One popular function of Web 2.0 is its ability to incorporate widgets or gadgets. Widgets can be installed in any HTML-based Webpage by the user to add a visual component,

game, or application. Application Programming Interfaces (APIs) enable separate software programs to share data, which simplifies integration from one application to another.

Another benefit is mobility. Web 2.0 also simplifies application delivery across channels and across devices. Users have an unlimited degree of flexibility for delivering content.

For these reasons and more, a workforce optimization suite built in a Web 2.0 framework delivers on the benefits that a software suite should offer.

WEB 2.0



**NETWORKING WIDGETS
API USER-GENERATED
SOCIAL INTERACT CUSTOM**

Ease of Use

With Web 2.0, each user's toolsets can be personalized: whether it's an executive who wants to correlate contact center performance to business results, a conscientious agent who wants to measure their own performance, or a multi-tasking supervisor who needs convenient access to scheduling and customer interaction tools.

Web 2.0 ties multiple software components together creating inter-application workflow opportunities, and users can incorporate pieces from one product into another seamlessly. The concept of workspace truly becomes optimized when the most commonly used and vital applications are also the most accessible, and everything is just a click away.

Speed

With Web 2.0, it's easy to incorporate new software components as their needs evolve. Web 2.0 can not only improve the performance level of the contact center, but can do so in a way that's easier than thought possible.

Want to extend the options of your software suite? Want to add applications tailored especially towards the needs of the user? You can. By keeping the suite simple down to its core, contact centers can incorporate new functions in a flash.

Reliability

Best of all, Web 2.0 offers more opportunities with less to worry about. The IT staff can focus on the areas that matter most while maintaining the utmost level of reliability for the enterprise.

Channel

Web 2.0 also provides for multi-channel approaches. Web PC today or mobile device tomorrow both can be supported across voice, email, chat and forum. Users have an unlimited degree of flexibility for delivering content.

What's on the Horizon?

Generation Y, the fastest growing segment of the American workforce, demands a work environment that thrives on specifics when it comes to job performance and expectations. Gen Y, also known as Gen "Why", isn't afraid to ask why a bad habit wasn't corrected immediately, preventing the possible lull in performance in the first place. Incorporating technology in the format this majority of users are most familiar with promises improvements in workplace efficiency, ultimately enhancing overall customer service.

A contact center's foundation is built on the ability to effectively communicate. The possibilities truly remain limitless, and one can only speculate on the surprises in store for Web technology. Until then, we can sit back, enjoy, and imagine the infinite applications yet to be developed and experienced.



**WORKFORCE OPTIMIZATION
DASHBOARD**