



**Contact Center  
COMMUNITY™**

**Workforce Management Software for the Contact Center**

**Product Whitepaper**



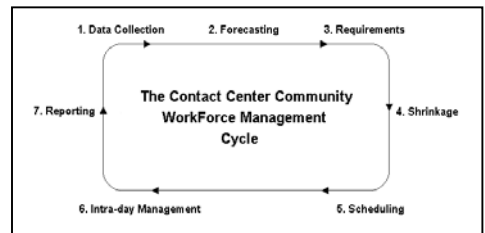
## Contact Center COMMUNITY™

### Product Whitepaper

SYMON Communications, Inc. has introduced a revolutionary workforce management solution, Contact Center COMMUNITY. Referred to as COMMUNITY™ it is a 100% Web-based workforce management solution designed to put productivity tools into the hands of the people who need and will use it, while significantly improving customer service and optimizing staffing requirements.

The Web-based COMMUNITY platform is a communications layer or portal that significantly increases contact center efficiencies and performance. This occurs by increasing the speed and ease of communications for all contact center personnel and creates a responsive team philosophy for delivering consistent customer service. The contact center becomes a community of involved employees.

COMMUNITY was designed to inherently address the shortcomings of traditional closed workforce management software applications. By leveraging the call center knowledge and expertise of SYMON Communications, Inc., industry experts and consultants, an easy to learn and use, *totally web-based application* was created. COMMUNITY automatically forecasts, schedules, and tracks the appropriate number of personnel to offer quality customer service at the lowest possible labor cost from predetermined business rules, as serves as the conduit for communicating vital call center statistics, agent information, community announcements or management directives from the user defined, theme based desktop web pages.



How can COMMUNITY help a contact center that is not currently using a workforce management product? Having the right number of people available, with the right skills, at the right time produces these **primary benefits**:

- Controls Payroll Related Expenses (60-70 percent of center costs)
- Increases the Level and Consistency of Customer Service
- Maximize Employee Resources
- Decreases Telecommunications Costs
- Maximizes Revenue Generation (in revenue producing environments)

Ensuring consistent customer service and maintaining service level goals has never been easier.

### **Primary Strengths of COMMUNITY**

#### **Architecture**

COMMUNITY's thin client architecture and HTML user interface offer significant advantages in ease-of-use, development and deployment. While most workforce management vendors are gradually moving toward Web architecture and standard Web interfaces, COMMUNITY deploys with 100% Web architecture.

#### **Deployment**

COMMUNITY's HTML delivery means that there is no workstation setup required for individual PCs. This is a significant advantage in that everybody can gain access to the application by simply pointing his or her Web browser to an address. No proprietary DLLs, ODBC configuration,



crystal reports set up or anything else is necessary for individuals to gain access the application. This is greatly favored by IT departments.

### **System Overhead**

COMMUNITY's architecture ensures a lower system overhead than traditional GUI applications. It's thin client nature limits bandwidth consumption making it a network friendly application. The thin client architecture also requires very little in terms of systemic requirements from the end-user workstation. Customers will easily be able to access the system from existing workstations and will likely not be required to invest in additional end-user hardware in order to support this application. This bodes well in terms of its total cost of ownership.

### **Accessibility**

Because of its native Web interface and centralized architecture COMMUNITY is easily accessible from anywhere on the corporate network, wide area network or through any Internet connection. This dramatically broadens the applications reach and the customer's ability to stay in touch with their call center and their people anywhere in the world. Agents will be able to access schedule information on their personal Internet accounts from home.

Managers can browse real-time data on the performance of the contact center. Agents are empowered and will be able to access schedule information on their personal Internet accounts from their homes or any Internet location. Analysts can redeploy resources and manage single or multiple sites from any location.

### **Development**

COMMUNITY's HTML interface allows for a more rapid development cycle than typical GUI interfaces. The user interface is developed as Web pages making changes and enhancements to screens and usability radically faster than traditional applications. It also means that deployment of fixes and enhancements can be completely seamless to end-users.

### **User Interface**

COMMUNITY's HTML interface will directly translate into ease-of-use. Customers have a much lower intimidation factor using a browser rather than traditional GUI user interface. The key to successful workforce management deployment is involvement on all levels within organizations. By creating an easy-to-use interface along with an easy to deploy application, Symon is creating the best possible scenario for ensuing successful happy customers.

COMMUNITY's unique community home page allows customers to be flexible in their approach to creating their individual community. Customers may elect to zoom in to community of ten agents or zoom out to a community of ten sites, and at whatever level they choose to create their community, users will be able to share information, place requests and stay abreast of information that they believe to be important.

Many organizations talk about creating software that can actually be fun to use, COMMUNITY delivers. By providing users the ability to customize their interface, through the use of themes, customers have the opportunity to place their own personal touch on the application. Allowing users to dictate both the look and content of the application dramatically increases overall usability. The ultimate vision of themes is to allow users to create their own customized themes and trade or share them either within their organizations or externally.



## **Integration**

COMMUNITY leverages SYMON Communications, Inc. existing integration platform to interface with a variety of devices in addition to numerous ACDs. The existing infrastructure is superior in many ways to existing workforce management providers data gathering mechanisms. Typically, a new entrant into the space must develop relationships and interfaces for each new vendor and device. Interfaces for the industry's most popular devices are already in place. This is a significant technological and strategic advantage.

### **The COMMUNITY Concept – Product Benefits in Review**

COMMUNITY is a contact center portal at the desktop that addresses the isolated, one-person human resource manager, and utilizes the power of many to overcome the obstacles associated with workforce management. COMMUNITY is a powerful Web-based workforce management application that provides timely contact center forecasts, schedules and performance data to agents and supervisors in both local and remote settings. COMMUNITY uses Microsoft® Windows® advanced server technology to retrieve and store ACD statistics, manage database records, optimize schedules, and monitor agent status for real-time adherence. COMMUNITY consists of five key elements to achieve this:

#### **Concept**

The **COMMUNITY concept** facilitates communication at all levels within a contact center. With a unique infrastructure, COMMUNITY allows all employees involvement in the execution of the workforce management plan. By promoting participation, barriers can be removed to work together for successful process implementation. Workforce management is not just a schedule, and with expanded involvement benefits overlap the entire community.

The Administrator/Manager community is now empowered to instant access to the operations of the contact center, anywhere, anytime. With powerful real-time metrics service-impacting decisions can be made easily and executed on quickly. Schedules and statistics are available to view on screen or in a printer friendly format. Run “what-if” scenarios and budget for future campaigns in the office, on the road, or the comfort of home.

Because of its web architecture COMMUNITY offers a quick install and turn-on cycle resulting in instant access from any web enabled PC. With centralized administration and zero client install you can free up your IT community for other tasks.

The supervisor community is no longer required to spend hours reviewing piles of paper schedule requests and changes. All requests and schedules are posted on line. Supervisors have the ability to ok or deny requests, or simply let process requests per your business rules. Of course, all agent requests can be viewed on the supervisor monitor or hard copy print.

Agent community involvement decreases costs to the organization through retention and promoting loyalty. Agents have the ability to view their current work schedules, input schedule and vacation preference, and time off requests without submitting a paper request or leaving their position.

#### **Web Platform**

COMMUNITY is designed as a 100% Web-deployed application that promotes contact center involvement in the workforce planning and management cycle. A thin-client application means there is no maintenance overhead at the desktop and better performance. With global web acceptance and familiarity navigation is as easy as the “back button on a browser.” The web



enables everyone in the contact center to become involved in the workforce management process from administrators with over-all responsibilities, to agents who want to view their own schedules or check on posted center events via the personality screen.

COMMUNITY redefines “easy to use” software. Intuitive, with a concise process flow, the always-present “Home” button, navigation bars, and COMMUNITY reminders and alerts maintain user confidence while navigating the application. HTML based context sensitive HELP screens, three ways to search on HELP topics, and dynamic HELP “movies” to guide the user through examples, complete our new definition of what “easy to use” means.

## **Math**

COMMUNITY fulfills the scientific dream of many, including analysts, by bringing a pure mathematical solution to solve complex and intricate scheduling optimization in the contact center. COMMUNITY utilizes **mathematical algorithms** to deliver schedule accuracy beyond the capability of Erlang formulas. Using integer-programming COMMUNITY avoids the time-consuming heuristic approach to optimized schedules commonly used by many of today’s workforce management solutions. Integer programming is also used for work schedule breaks and is a powerful mathematical solution for skill-based and multi-contact scheduling.

## **Data**

Because of COMMUNITY’s heritage and affiliation with SYMON Communications, providing innovative call center products since 1984, COMMUNITY can access many types of historical and real-time data. This includes ACD data and other popular software application data quickly and easily.

The unique ability to display important information that is local to individual user status but is shared data by the total user community fosters involvement in operations. By displaying pertinent metrics with customizable gauges, COMMUNITY surpasses the type and amount of available contact center data for a dynamic response to changes that allow for optimum performance.

## **Expertise**

COMMUNITY is implemented in the contact center by an experienced, knowledgeable staff. Experience is derived from over 18 years of understanding the dynamics of the contact center industry, and implementation and training on other industry standard SYMON products in over 2,000 installations around the world.

The COMMUNITY staff not only trains in navigating and using the software, comprehensive consulting services are also offered to enhance your own resources, reinforce key ideas and promote rapid deployment and acceptance of this revolutionary technology. The staff will help you discover and understand the current contact center issues and show where and how COMMUNITY can positively benefit the center. Apply unique business rules and harness the power of COMMUNITY to mobilize and bring the contact center together with a defined process flow.

## **Support**

A proven team of help desk personnel and management supports COMMUNITY. Field service resources are also available to support the COMMUNITY solution. SYMON’s renowned customer service has been implementing and supporting integrated contact center technology for nearly two decades. As proven technology leader with a reputation for service excellence SYMON COMMUNITY support leverages the intelligent design of the product and provides:



1. SYMON's COMMUNITY Web Page™ answers frequently asked questions and supports the user community at large. It includes tips from our consulting team as well as information releases and upcoming functionality.

2. SYMON's Help desk is a phone call away. Hours are 8AM to 7PM Central Standard Time for standard service. Extended support is also available for the most critical applications.

Ensuring consistent customer service and maintaining service level goals has never been easier.



[www.communitywfm.com](http://www.communitywfm.com)  
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