

## Best Practices

# Work Smarter, Not Harder, With Workforce Optimization

Workforce optimization (WFO) is a business strategy focused on balancing customer satisfaction, service levels, employee scheduling, operational costs, and other key performance metrics in order to get the maximum benefit from your contact center agents.

WFO also ensures employees are appropriately scheduled, trained, monitored, evaluated, rewarded, and engaged. WFO includes every functional aspect of running a modern contact center, including workforce management, quality management, business intelligence and analytics, and concepts like agent engagement and customer retention programs.

Contribute your recommendations to this Best Practices installment and educate our readers on the benefits of WFO for better agent experiences that will translate into better customer experiences.

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Also Marketed in October: ■ AI & Bots in Customer Care

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#### Happier Agents Create Happier Customers

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Roundtable Date: 8/31/2022

### AUGUST

#### Customer Journey Analytics:

Actionable Insights That Drive Revenue Growth

Roundtable Date: 9/14/2022

#### Smart Customer Service Done Right: Real-World Success Stories from the Field

Roundtable Date: 4/27/2022

### SEPTEMBER

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Actionable Intelligence at the Point of Service

Roundtable Date: 4/6/2022

#### Creating an Omnichannel Strategy for Seamless Customer Journeys

Roundtable Date: 5/11/2022

### OCTOBER

#### AI & Bots in Customer Care

Roundtable Date: 12/7/2022

#### Work Smarter, Not Harder, With Workforce Optimization

Roundtable Date: 8/17/2022

### NOVEMBER

#### Conversational AI: The Promise of Intelligent Customer Support

Roundtable Date: 5/25/2022

#### The Management of Customer Experiences

Roundtable Date: 7/27/2022

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Roundtable Date: 6/15/2022

#### 2022 Contact Center Innovations—Successful Case Study Snapshots

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**9/28/22** Customer Data Platforms for True Personalization

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**10/26/22** Identity Verification in a Scary World

### NOVEMBER

**11/02/22** 2022 Contact Center Innovations—Successful Case Study Snapshots

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**2/15/2023** Deep Personalization: Customer Data with a Purpose

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