

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: Al & Bots in Customer Care

2022 BEST PRACTICES SCHEDULE & RATES

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Happier Agents Create Happier Customers

Roundtable Date: 10/12/2022

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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

Contact Center Analytics:

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

Al & 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

DECEMBER

Data Quality Challenges for a Data-Diven Decade Roundtable Date: 6/15/2022

2022 Contact Center Innovations—

Successful Case Study Snapshots Roundtable Date: 11/2/2022

2022 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable - \$8,500

SEPTEMBER

9/14/22 Customer Journey Analytics: Actionable Insights That Drive Revenue Growth

9/28/22 Customer Data Platforms for True Personalization

OCTOBER

10/12/22 Happier Agents Create Happier Customers

10/26/22 Identity Verification in a Scary World

NOVEMBER

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

11/16/22 How to Deliver Exceptional **Customer Experiences**

DECEMBER

12/07/22 Al & Bots in Customer Care

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1/11/2023 MegaTrends in Customer Technologies—Predictions That You Need to Know in 2023

1/18/2023 Digital-First Customer Service—The Logical Next Step Bevond Self-Service

FEBRUARY 2023

2/1/2023 The Conversational Contact Center: Integrating Al's Potential Now

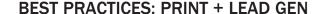
2/15/2023 Deep Personalization: Customer Data with a Purpose

MARCH 2023

3/1/2023 How to Leverage AI for Integrated CX Strategy

3/15/2023 Create a Better Contact Center Culture with Workforce Engagement Strategies and Technologies







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