

Case Study

VIPdesk

PerformanceEdge® Provides VIPdesk with Scheduling Capabilities to Increase Agent Productivity and Job Satisfaction.

The Company

Founded in 1997, VIPdesk is the leading provider of virtual contact center solutions for national brand leaders, providing premium customer experiences through home-based customer service representatives, which are called Brand Ambassadors. As a pioneer of the “home shoring” business model, VIPdesk’s home-based Brand Ambassadors are transforming the way business services are delivered. VIPdesk specializes in delivering virtual call center solutions and concierge services to more than 60 luxury and premium brand leaders in several industries including retail, travel, auto and financial services. All of the company’s contact center agents work from home and the number of agents can differ significantly month to month depending upon the client’s forecasted volume, up to more than 500 agents.

The Business Challenge

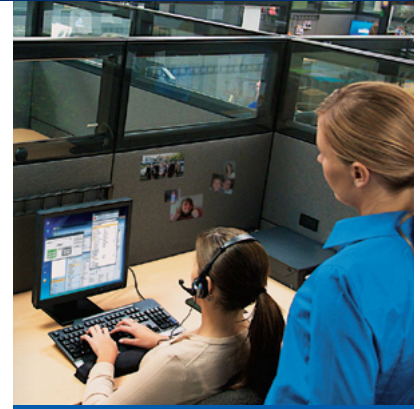
VIPdesk had experienced a number of benefits from using an at-home agent model for its contact center, including higher agent retention and improved customer satisfaction, which has led to consistent business growth. As a result of this growth, the company required a higher volume of agents, or Brand Ambassadors, to manage its contact center inquiries.

However, managing at-home agents brings its own set of unique challenges to a contact center. VIPdesk agents had varying hours of availability by day ranging from 1 to 12 hours and the company found that template-based schedules would not allow the flexibility it needed. VIPdesk needed a flexible way to create schedules for a growing number of individuals, based on agent preferences and availability.

Additionally, overstaffing arose when they encountered inconsistent volumes and had more Brand Ambassadors available to work than required. The company needed advanced technology to determine who would receive a priority schedule when they had more availability than needed. The company determined that it required workforce management capabilities that could help manage its virtual agents based on historical and real-time call volume, while keeping job satisfaction and performance levels high.

The Solution

After identifying the specific capabilities that would help the company more efficiently manage its Brand Ambassadors and carefully evaluate other solutions, VIPdesk selected the workforce management capability of PerformanceEdge. Aspect® Workforce Management optimizes contact center workforce performance with its core functionality that accurately forecasts contact data, creates efficient agent schedules and tracks staffing performance for single, multi-skilled, multichannel, and multisite contact centers. It offers multiple means for forecasting agent requirements depending upon how the client provides the data and generates schedules to meet those requirements. Brand Ambassadors can view their schedules, productivity, adherence, and update their availability to work.



Products

- PerformanceEdge - Aspect Workforce Management
- Aspect Workforce Management- Empower enhancement package
- Aspect Workforce Management- Perform enhancement package

Results:

- Increased job satisfaction
- Improved overall productivity
- Increased average number of calls handled per hour



The company also opted to implement the Aspect® Workforce Management - Empower enhancement package, which streamlines and automates the schedule change and notification process, enabling agents to view their work schedules and easily request shift changes, vacations and other schedule adjustments. Additionally, VIPdesk implemented the Perform enhancement package which helps evaluate agents by monitoring real-time schedule adherence, reports on agent performance and productivity to ensure accurate staffing, and helps to identify agents or groups who are the most or least productive.

The Results

The workforce management capabilities of PerformanceEdge® are delivering the advanced forecasting and scheduling capabilities that VIPdesk needs to optimize performance and strengthen job satisfaction for its agents.

Now, VIPdesk's Brand Ambassadors can create preference-based scheduling. Empower allows the agents to update the hours they are available to work each day, include the minimum and maximum hours each week they can be scheduled, and incorporate the minimum and maximum span of time each day. The eSchedule Planner within Empower is set up to send out email notifications whenever a schedule is changed by either the contact center managers or the Brand Ambassador. They can view all modifications to the schedules to see any changes that occurred. If it is necessary to move a break or lunch, they will see the notification of their schedule change in real-time.

Aspect Workforce Management has a capability called Advance Tracking where the company can designate the number of hours above or below its net staffing requirements in intraday staffing. This feeds into the eSchedule Planner capability so that Brand Ambassadors can see what hours are available to add or, if they are overstaffed, where they are allowed to decrease their own hours. These capabilities have helped improve job satisfaction and the company's ability to meet staffing requirements.

VIPdesk also established performance-based schedules with Aspect Workforce Management. Each Brand Ambassador is ranked based on performance metrics, such as the number of calls handled, average number of calls handled per hour, and average talk, work, and hold times. A weekly forecast is run to determine the full-time equivalent (FTE) required, and top performers are selected to receive top scheduling priority, motivating agents to perform well. The performance-based scheduling process has resulted in improved productivity and adherence.

"PerformanceEdge, and in particular the Empower enhancement package, has truly made a positive impact within our organization, as well as within the minds of all of our employees and Brand Ambassadors. They can successfully work from their own home and don't need to worry about increased gas prices or other obstacles that keep them from putting their best work forward. We couldn't be happier with our Aspect products and services."

Kathie Drayton

Director of Workforce Management,
VIPdesk

Corporate Headquarters

300 Apollo Drive
Chelmsford, MA 01824

978 250 7900 office
978 244 7410 fax

Europe & Africa Headquarters

2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD

+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters

138 Robinson Road
#13-00 The Corporate Office
Singapore 068906

+(65) 6590 0388 office
+(65) 6324 1003 fax

aspect.com

About Aspect

Aspect is a global software and IT services firm specializing in applying Microsoft unified communications and collaboration to help customers achieve optimal results through enhanced business processes across the enterprise and in the contact center. Aspect provides IT consulting, integration services and business applications. For more information, visit www.aspect.com.

