



2015 ANNUAL CONFERENCE

THE SUMMIT FOR WORKFORCE MANAGEMENT EXCELLENCE

March 2-4, 2015
Omni Nashville Hotel • Nashville, Tennessee



“Being able to gather with my peers in the industry and share ideas and challenges for even a few days is well worth the price of the conference!”



“As always, everything was perfect – the sessions, the networking, the fun events, the engagement, and support from the sponsors!!! Great conference!”



“I love that this conference is all about WFM! While vendor meetings are about up-sell and general call center conferences are not WFM-centric, at SWPP I get to be in one place with only folks that tackle the same issues I have every day.”



Strategic Goals For
Workforce Management
Preparing Communication
Schedule Forecasts
Contact Center Staff
WFM Certification
Queuing Leadership
Fundamental Concepts
Scheduling Capacity
Planning Workflex
Solutions Virtual Queuing



“Amazing conference! I love the number of companies that are present and the different people that I get to meet.”

“Just having a group of all WFM professionals provides a really unique and powerful conference, and I love being able to meet and discuss pertinent WFM information with people from all over the world.”



Monday, March 2

8:30 a.m.-1:00 p.m. – Registration

8:30-11:30 a.m. – Pre-conference session
(Separate Registration Required)

Setting Strategic Goals for Workforce Management. Just like the organization as a whole and the contact center within it, the Workforce Management department needs to have strategic goals that define the direction for the team. Clear goals make short-term decisions easier and performance more consistent. In this session, you will learn the 10 most common goals, definitions and applications, implications of different calculations, trade-offs when goals create conflicts, and the essentials of creating a strategic plan. – *Facilitator: Maggie Klenke*

11:30 a.m.-1:00 p.m. – Lunch on Your Own

1:00-2:15 p.m. – Welcome & Keynote Address

2:30-3:45 p.m. – Workshops

Preparing to Forecast: Decisions and Data to Start the Forecasting Process. In this session, you'll learn about all the up-front essentials of creating a workload forecast. Hear about five forecasting models and how to choose the one that best suits your business as well as how to identify data sources and make needed adjustments to drive the most accurate forecast. You'll also learn how to identify and incorporate business factors into your workload predictions.

I'm New to Workforce Management!! Where Do I Start? You just accepted a transfer or a promotion to the workforce management department — now what? We all were new at some point and had to learn the meaning of workforce management and how it fits into the customer service world. We will share our blueprint for how to ease the transition for everyone involved including management and how to break down the information so “civilians” can understand us!

Tearing Down Silos – Building Up Operations & Agent Communication. All too often in our industry, we are given tools to manage our respective workforce but not necessarily the tools to lead. Learn how Wyndham Vacation Ownership used a comprehensive communication strategy to not only effectively manage variable labor, but also to drive the organization towards key performance targets and strategic objectives. This session will highlight lessons learned as this communication plan and supporting tools were deployed, cutting down significantly on the time it takes to get everyone in-the-know and deliver tangible results. The session will outline examples related to operations leadership, frontline agents, and WFM professionals as the plan was adopted and integrated into our production environment.

Schedule Alignment: The Ultimate Tetris Game. Schedules are ever shifting. Like the pieces in a Tetris game, you may have to change speed and play from time to time. In the end, it's all about how to get your puzzle pieces to best fit. In this session we will discuss best practices surrounding schedule alignment, including shift bidding, employee surveys, vacation bidding, setting limits, adapting to FMLA, and working through other issues that impact the alignment of agent schedules. This session will focus on best practices and how to apply the methodology of shift alignment to your contact center culture. All you need is an open mind – and fast reflexes.

Power to the People. This session will give you a roadmap for empowering employees to take control over their own schedules. We will equip you with ideas on how to put the power in the hands of employees while still meeting business requirements. We will share insights and best practices of how top companies are putting the power where it belongs – with the people.

Extending Workforce Management Support to the Back Office. The only thing consistent about the businesses we support is change. Workforce management teams are often asked to support the ever-changing environments of the business. In this session, you will hear how several organizations have tackled the movement of WFM to the back office environment and learn tips and tricks to make this a more successful and smooth transition.

To Adjust, or Not to Adjust — That is the Question. Come to this interactive session to hear a discussion on the impact of adjusting schedules to “make adherence goals” or using the data to determine your true overhead and unplanned shrinkage. Often you receive requests for schedules to be adjusted so agents can be brought into adherence when they were pulled off the phone for one reason or another. Does this help your call center or just manipulate the data? We will have an open discussion on the pros and cons and review of data that can help you make the decisions in your call center.

3:45-4:15 p.m. – Break

4:15-5:30 p.m. – Workshops

Creating Monthly, Daily, and Half-Hourly Forecasts. Learn the step-by-step approach of using the industry's most widely used forecasting model. Armed with pencil, paper, and calculator, you'll learn how to apply time-series analysis to sample data to identify trend rates and seasonal patterns for a monthly call forecast. You'll then break monthly forecasts down into weekly, daily, and half-hourly numbers. Even if you have a tool that performs these calculations automatically, this is an invaluable session to better understand how they work and how to explain the numbers.

Simpler is Better – Skill/Queue Consolidation. Multi-skill designs are a feature of many call center environments today. As skill design gets more complex, it becomes harder and harder to manage. This session will provide a case study on skill and queue consolidation and simplification. In the case study environment, the inbound skill design is such that hundreds of skills are handled by hundreds of agents. We will show what we did to tackle the issue and look to make things simple.

Everyone Says We're Different and It Works for Us (Most of the Time). We're different and we know it. No shift bid, constantly different weekly schedules based on performance and agent availability, VTO for months at a time; sounds crazy, doesn't it? But for us, the system works (most of the time). Come listen to the good and the bad in how Bass Pro Shops approaches their workforce management policies and procedures and how it works for meeting strategic goals. And like most case studies, hearing how someone else does their scheduling just might generate ideas that will work in your shop.

Ask The Workforce Wizard – Soft Skills. This session is your chance to ask our panel of experts anything related to soft skills and WFM, such as WFM communication, best practices on applying WFM to the contact center, building a WFM Culture, and anything else you can think of in the areas of how WFM interacts and impacts your organization. This interactive session will answer questions submitted and chosen by conference attendees. If you have a question or an issue that has been a challenge to your team, bring your question to the panel! The audience will also get a chance to give some input. This session should be dynamic and informative, but the topics covered will be chosen by you and your peers at the event.

“The Power of One” Activity Session. What other session utilizes a wading pool, tennis balls, and a bucket from your favorite fried chicken joint? Probably none, because this one is unique! Come to this session to find some proven techniques and activities to show agents how important they are – that one person really does make a difference!

If You Are Not Planning, You Are Planning to Fail. In this session, you will learn about the importance of having a long-term plan. This will be an interactive session that will cover key items that are normally included in the planning. We will also discuss items that are typically not in the plan, and whether they should be included. We will demonstrate some examples of what happens when we stray from our plan, as well as some questions that you will be able to answer quickly, since they are in the plan.

Best Practices in WFM Scheduling: Panel Discussion. One of the most fundamental WFM challenges facing contact center managers is how to optimally schedule employees to achieve target service levels while

minimizing labor costs. In this interactive discussion, we will broach current issues in WFM staff scheduling with a panel of experts composed of WFM software users and WFM software subject matter experts (SMEs). The audience will be invited to pose questions to the panel based on real-world issues that they have faced in their roles as workforce management leaders. We will address topics such as procedures for home agent vs. on-site staff, real-time adherence measurement, shift bidding, and other topics of interest.

5:30-7:30 p.m. – Opening Reception

Tuesday, March 3

8:00-9:00 a.m. – Breakfast

9:00-10:15 a.m. – Workshops

The Math of Contact Center Staffing. Managing a contact center means managing by the numbers and the most important number is the number of staff in seats. Learn about the math surrounding this number — how to calculate workload and apply erlang techniques to determine optimal staffing numbers. You'll also learn to calculate all the important staffing trade-offs, including staffing impacts on service, occupancy, and cost.

Plan It and Prove It! Building a Successful WFM Strategy. Whether you are looking to build a new WFM team or looking to get the most out of your investment, building a strong strategy and action plan is critical to your success. Hear about the “Plan it, Prove it!” strategy to improve the workforce management processes, how to identify key gaps in the planning and communications process, and a real-world action plan to solve them. This session is a must for anyone struggling to prove the value of their WFM team or stuck in reaction mode.

Workforce Management and Leadership: A WIN-WIN Planning Strategy. Do you feel like the planning meeting with your call center leadership team is like entering a battlefield, with service levels and customer service on opposing sides? Creating a strategy to make both of these metrics a winner is fundamental to the success of any call center. This case study will show you how Gerber Life Insurance designed an Access database, used general workforce management staffing concepts, and collaboration between workforce management and leadership to create a dynamic WIN-WIN strategy.

Task-Based Staff Sizing and Development. Pinpointing why a forecast did not meet the accuracy target or schedules missed efficiency parameters can be a time-consuming task. In this session, hear about a method used in one organization that identifies base workload assignment on a task-based grid, which is also used to pinpoint process improvement and individual employee development. This approach enabled workforce managers to easily identify target misses and apply specific development plans. The grid was also an invaluable tool for communicating staff needs to the leadership team.

WFM Certification Workshop. This workshop provides attendees with information on the certification preparation and process to attain the title of Certified Workforce Planning Professional (CWPP). What is CWPP Certification from SWPP all about? What will it do for you in the workforce management field? What are the requirements for certification? How do you prepare? These and other questions are answered by a panel of workforce management professionals who have already achieved the CWPP designation.

Don't Let Zombies Infect Your Contact Center Workforce! You can't escape these agents of the undead, pacing around listlessly, muttering to themselves about service levels, unfair schedules and not enough time for breaks or training. As contact center professionals and leaders, we have to ask ourselves two questions: are we causing this workforce apocalypse and are we giving our forecasters, schedulers, managers, and agents the proper workforce optimization and management tools to stave off zombie infections and ensure great customer experiences? Let's take a tour around the contact center floor to identify the zombies in our midst

and — more importantly — how we can cure them. The only weapons we need for this journey are workforce planning tools and services!

10:15-10:45 a.m. – Break

10:45 a.m.-12:00 p.m. – Workshops

Optimization - What's in it for Me. Your workforce management team takes it for granted that you know how important optimization is. Everyone does, right? In this session, we will look at scheduling, adherence, and optimization from the eyes of the supervisor, the agent, and upper management, sharing the “Why?” and “What's in it for me?” questions — in short, why should I buy in or even care? Learn six techniques for going a step above to ensure smooth days and balanced occupancy and service level close the session.

Planning A Successful Transition To New Workforce Management Software. Changing to new workforce management software can be a daunting task. Learn what needs to be done before, during, and after the transition to ensure a positive change for your department and your company. An outline of needs and wants will be shared with what worked well, and what we would have done differently. Come learn from someone who has just completed a change!

Reduce your Contact Center's Cost to Serve With Virtual Queuing. Virtual queue technology can be utilized to offer the option of a callback to your customers that are already in queue. In this session, hear how LoyaltyOne is leveraging virtual queue technology to reduce costs by eliminating recycled calls and lowering AHT, optimize staffing requirements, and enhance the customer experience.

Fundamental Concepts of Scheduling with Skill-Based Routing. Balancing customer, center, and agent needs with traditional scheduling is not easy, but adding skill-based routing to the process can make it significantly more complex. New hires may have only one skill when they first start handling calls, while more seasoned staff may have a wide range of skills. When each agent may have a different combination of skills and perform them at different levels, the optimized schedule needs to reflect these possibilities. Add different levels of priority of callers to the mix and then figure out how to adjust when a multi-skilled agent is missing. These are the challenges of scheduling in a skill-based routing environment. This session will outline ways to minimize the challenges not only in the schedules but also in the intraday management process that follows.

Improvements to Contact Center Capacity Planning at North American Bancard. North American Bancard (NAB) is a leading credit card processing company, servicing over 250,000 companies and processing over \$13B in transactions. Its contact center provides technical support with over 300 inbound and outbound agents. Yet until very recently, the workforce management discipline was informal. This presented NAB with a terrific opportunity to design a new process. NAB implemented both a workforce management process and a new capacity planning system to manage both long-term forecasts and plans and short-term workforce management. In this session we will describe the decisions NAB made and the results to date.

Workforce Management Certification Practice “Bee.” Play this fun, interactive game to test your knowledge and get a flavor for the questions included in the Certified Workforce Planning Professional (CWPP) exams. Attend this session to see what you need to know in order to be successful in the pursuit of CWPP certification through SWPP.

Operations Overview: A Best Practices Showcase. This session will highlight the processes and procedures used by several different organizations to optimize performance and ensure consistent service level delivery to their customers. Each organization's presentation will focus on the key practices that make each center work effectively. The speakers will address a wide array of techniques and topics including but not limited to: forecasting and staff planning; schedule optimization; intraday management; agent empowerment; adherence management; and key metrics. Don't miss this rapid fire, multiple operation overview that brings years of practical experience to bear on key workforce management challenges.

12:00-1:30 p.m. – Luncheon and Presentation of Workforce Management Professional of the Year Award

1:30-2:45 p.m. – Workshops

Building Blocks of Scheduling. In this session, attendees will learn about the fundamental concepts, questions to ask, and decisions to make about building a successful schedule plan. Hear about schedule components and discuss important trade-offs about shift types, days on/off patterns, break and lunch placements, and scheduling off-phone activities, just to name a few. Review the fundamental scheduling definitions, along with new ideas about how a few simple changes can make your schedules a better match of workforce to workload.

Complex Agent Skilling Made Easy. With thousands of agents, hundreds of skills, dozens of queues, and legions of moves throughout the day, it can be daunting to ensure that agents are consistently skilled correctly, completely, and optimally. After years of frustration attempting to solve this problem with conventional solutions, Asurion struck gold in creating software that solved their problem overnight. With the use of MS Excel, powered by an underlying code framework, the Asurion command center now easily creates, manages, and updates skilling across the enterprise in a matter of seconds. As a result, they have improved servicing, eliminated skilling errors, reduced agent frustration, and decreased command center workload. This session walks participants through Asurion's "one click" skilling solution that could be a game changer for any organization with similar challenges.

The Role of Workforce Management in Business Performance Management. You are unique. No one else sees what you see the way you see it. If positioned correctly and you are focused on all the points you touch, you really can impact total business performance. In this session the speakers will talk about how to apply your unique views, roles, and experience to drive and inform organizational targets and successes. This will not be a session on doing the mechanics of workforce management and planning. This session will focus on how to take a role as a key strategic player using your skill set.

How Interval Shrinkage Improves Forecasting. Finding new ways to increase your forecast staffing requirements is often challenging. One approach which has proven successful for Capital One is to incorporate interval level shrinkage into the forecast assumptions. The results provide a much more accurate intraday forecasted staff requirement. As well, the output can be applied to creating base schedules and weekly tactical planning.

The Fairy Godmother of WFM. Cinderella's fairy godmother used three words, "Bibbidi-Bobbidi-Boo." The WFM fairy has three words of her own: transparency, insight, and motivation. Sit in as the Fairy Godmother of WFM shows you how transform your back office or contact center into the belle of the ball. Be prepared to hear stories of amazing business transformations. Rest assured these results don't just happen in fairy tales — with a little guidance you'll be waltzing toward your own scheduling happily ever after.

Improving Satisfaction through Agent Work-Life Empowerment. For most enterprises, improving the customer experience is a top strategic focus and improving customer satisfaction (CSAT), Net Promoter Score (NPS) and/or Customer Effort Score (CES) are increasingly becoming top operational goals. A major driver of all of these metrics is the satisfaction of the employees who interact with customers every day: contact center agents. Industry benchmark studies show what most people intuitively know — that happier agents make happier customers. But what makes a happy agent? Answering that question requires an understanding of the motivators of today's contact center workforce, which is increasingly dominated by Generation Y ("Millennials"). In this session you will see the correlation between customer satisfaction and agent satisfaction, attraction and absenteeism, the key job satisfaction drivers for today's (Gen Y) contact center agent, how intelligent mobile apps can empower agents with the flexibility to instantly change their schedule anywhere/anytime, and real world client case studies that show how agent self-scheduling empowerment has improved agent satisfaction

Advanced Work-at-Home Strategies for Contact Centers & Support Functions. Remote working is the #1 highest ranking new benefit being offered by businesses in 2014-2015, and it's expanded by 79% in the past five years. Enterprise social networks, collaboration platforms, video, unified communications, instant messaging, flexible scheduling and gamification are making remote working better than ever, and driving efficiencies for office-based staff *and* telecommuters. Join this session to learn more about the big wins companies are experiencing, how they are achieving them, and where they are going with their telecommuter programs. Topics include strategies and business processes for telecommuter programs, new-to-market technologies, and case studies on leveraging flexible scheduling.

2:45-3:45 p.m. – Ice Cream Social with the Sponsors

3:45-5:00 p.m. – Workshops

How to Transform Boring Data into a Pretty Picture. Have you struggled with displaying data in a meaningful format? Are you unsure of how to encourage Operations Supervisors to coach particular behaviors within their team? Attend this session to learn some Excel tips and tricks as well as learn how to transform boring data into pretty pictures. The purpose is to show workforce professionals how to use certain data in a pleasing format to drive certain behaviors in the contact center.

Workforce Optimization and Forecasting in a Non-Phone Environment. Forecasting workforce management efficiency and capacity planning in a non-phone environment is becoming increasingly common in most call centers. Through a process deep-dive, evaluation, and partnership, Wyndham Vacation Ownership was able to capture an ambiguous process and transform it into a successfully optimized department. Hear how they were able to create a forecasting model to ensure optimal efficiency for this organization.

Annual Vacation Bidding: A Case Study Using Performance Metrics vs Seniority. While other teams are typically on cruise control towards the end of the year holidays, most of us in workforce management are busy setting group allowances for the coming year and doing annual time-off bidding processes. Learn how Fortune 500 company, Genworth Financial, uses prior year performance, unexcused absences, and prior holidays taken to create their associate rankings for their annual time-off bidding processes. If your team or company is stuck using seniority for your bidding process, this session will help you break out!

Hiring, Managing, & Retaining At-Home Agents. Come to this session to hear best practices for providing workforce management to work-at-home agents that drive results and improve the work at home experience for the customer and agent. Learn proven practices to engage these agents and improve the experience for both agents and customers.

A Conversation Between a Chief Operating Officer and a Workforce Manager. Do you know how to speak executive? Do you get your point across? Do you find yourself getting requests at the last minute for things that have been developing for a long time? In this session we will explore the relationship of workforce management and the Executive team. Come join in as we pull back the curtain to discuss the mindset and needs of an executive. The speakers will candidly discuss not only their working process but how you can foster a winning relationship, and look at what to avoid. Both speakers have experience in large and small environments. This is a session not to miss.

Take Your Workforce Management from Zero to Hero. So you are forecasting volume and scheduling your agents and that is a great first step. But you want to take your contact center to the next level using workforce management, don't you? Join us for this informative and interactive session where we will first talk about the five basics that are needed for any workforce management process. We will follow with five tips to bringing your workforce management to the next level. We want to hear from you during the session as well, so bring your tips and questions!

6:15 p.m. – Depart for Evening Event

6:30-9:30 p.m. – Evening Event

Wednesday, March 4

7:45-8:45 a.m. – Behind Closed Doors sessions

7:30-9:00 a.m. – Breakfast

9:00-10:15 a.m. – Workshops

Let's Talk about Forecasting. Our forecast is the basis for everything we do in workforce management. Attend this session to get tips from your peers on many different forecasting topics, including: increasing your forecasting accuracy; communicating with other departments in the call center; exploring other forecasting variables and call volume drivers; watching your data; and dealing with special forecasting situations.

Converting Chaos To Consistency: The Power Of Processes. Planning and real-time workforce management challenges can often make even the savviest WFM professional feel as if they are caught in an impossible situation – to navigate a maze of last-minute changes and communication gaps that lead to improper execution and ultimately inconsistent results. Turning this chaos into consistency requires the power of good processes. Discover how you can make process your ally and build both structure and a culture that drives consistency in your organization. In this session we will cover the importance of defining process in today's business environment, creating a process centered culture, and prioritizing process with the growth of your organization.

Tell Them A Fairy Tale! Ever had trouble getting operators or senior leaders to fully buy into what you are trying to accomplish? In this session, you'll hear a unique perspective developed from a former Prince Charming (literally) turned data analytics director. In his time as a theme park prince, he saw first-hand what draws people to enthusiastically follow someone. He shares stories and memorable anecdotes to help you gain the enthusiastic support of key partners and leaders. At the end of the day, we all want something to believe in, and analytics can make for a great story!

Rethink your Attendance and Scheduling Guidelines. Attendance and attrition are issues in many call centers, and can cause a large cost to the operation as well as customer accessibility and satisfaction metrics. Hear how Teletech used creative attendance and scheduling guidelines to reduce absenteeism and attrition. We will review the steps taken and the results after we dramatically changed the way we looked at agent attendance to keep pace with the agents. The changes resulted in both a positive impact for both the company and the associates and company reducing overall costs and improving metrics.

"It's Like Riding a Bike:" An Exploration of Workforce Management Training for Agents. This session will be based around a generic adaptation of a very successful new hire and annual refresher training for floor agents. This session will be in part the training itself, as well as ideas on how to adapt this session to your own environment. There will be some activity and moving around so attendees are strongly encouraged to come ready to participate.

Getting What You Want from Your Workforce Data: Using Pivot Tables and Charts In Excel. Storing data in Excel is most helpful when you can easily organize and analyze data based on variables that you want to look at. We will walk through creating pivot tables and charts, use the basic functions of Excel within this context, format and filter information we want to look at, and create calculated fields of new data for information. In addition, we will be reviewing examples of what you can use this for within workforce data. A sample dataset and step by step guide for creating pivot tables and Charts in Excel 2010 will be provided for attendees. Attendees will want to already have an understanding of the basic formulas of Excel spreadsheets, formatting, filtering, and basic creation of charts.

10:15-10:30 a.m. – Break

10:30-11:45 a.m. – Workshops

Variation is the Root of All Evil. This session is focused on the value of data in determining if your contact center plan should change or if you're simply experiencing normal variation. Get out of reaction mode and into a

thoughtful planning environment by evaluating underlying data points to get to the root cause of service results. Learning to analyze results to determine the true cause of variation will change how you run your center every day; moving from reaction mode into a data driven approach that creates a more predictive environment.

Workforce Management Software Changes: The Five Stages of Grief. Change is an inevitable part of life but also something many of us fear. Perhaps it is the lack of control or the need to learn something new that scares us the most. This session will discuss the "Five Stages of Grief" you may experience at varying levels during a workforce management software change. Whether it is your workforce management team itself or other groups within your company that are struggling the most, this discussion will focus on how you can expedite your journey and others' journey through the fear of change to achieve success. Change is coming, and you can embrace the benefits of it!

WFM Innovations that Can Change Your Job Description. Workforce management is a very specialized industry, but it is affected by the other technological advances all around us. In this presentation, go on a journey through the land of WFM product innovations that are likely to become standard fare for contact centers over the next five years. You will have an opportunity to hear what the industry experts are saying, see the hard statistics that back up their predictions, and understand how the job of the workforce planning professional is likely to change day-to-day. Topics to be covered include modernized agent user interfaces, WFM for the omnichannel customer, WFM on the mobile device, multi-skill WFM for the back office, and WFM delivery from the cloud. Don't miss this information-packed session on trends that will affect all of us in the workforce management profession.

Getting Approval for Capacity and Staff Plans. You have done all of the work to forecast and prepare a staff plan. Now you need to get it approved, and presenting your plan to non-contact center executives requires that you represent the plan in a manner that rallies support. Attend this session to learn techniques for getting the capacity and staff plan approved.

So You Want to Go Real-Time? Proactive Reaction is the Key. This session will focus on what constitutes a real-time management team, what tasks ensure success, and how a silo-free escalation plan is paramount to success. A deeper dive into what you need in your world (it isn't one-size-fits-all) and who might make the best intraday analysts is included. A high level escalation plan, and building your team around the tasks that fit you are discussed. Last but definitely not least, learn how to avoid the big brother syndrome with established communication plans that are the lynchpin in seamless partnering. We will also share best practices in breaking down the "man behind the curtain" perception in service to ensuring success in real-time team adoption into your environment.

Developing Performance Metrics for the WFM Team. Managers and leaders of WFM teams often struggle with what are appropriate performance metrics for members of their teams. In this session, our panel will look at team functions and metrics that can be associated to drive the appropriate behaviors desired for the business and employee. We'll also have a sample "scorecard" that can be used to develop your own. Bring your own scorecard items to share with others as potential best practice.

Gamification: Motivation and Performance. Metrics, Performance Management, and Coaching have all been key elements in the call center operations world for a very long time. Over time, call centers have used various tactics such as leaderboards, games, rewards, and ranking systems – all with the common goal of motivating agents to perform at a higher level. Gamification is the next evolution in the call center's quest for excellence and a natural extension of performance management. But what are the key elements that make a Gamification process successful in the call center and how can the concepts be introduced? This interactive session will focus on what components of Gamification work best in a contact center, including aligning games with key call center goals, collaborative success, and introducing fun back into the call center.

11:45 a.m.-12:45 p.m. – Luncheon

12:45-2:00 p.m. – Workshops

Making the Most of What you Have. We've worked hard to create the most accurate forecast possible. The shrinkage projections are right on for each period and we've calculated the staffing requirements for each half-hour with amazing precision. But we just don't have enough agents to fill all the needed schedules. What do we do now? We can create a set of "ideal" schedules that cover all the periods as closely as possible and then do a shift bid that allows the agents to pick what they want from these options. The result is likely to be some understaffing in the least attractive time periods. Alternatively, we can take each agent in rank order and try to match them up to the requirements by their preferences to create the schedules. But when we get to the end of the agent list, we will still have periods left over with inadequate staff and they are also likely to be the most unattractive periods. How can we use the staff we have to create the most optimal coverage? For that matter, how do we decide what "optimal coverage" is? Come to this interactive session to explore this common challenge and share ideas for how to make the most of the staff you have.

Variation is the Root of All Evil – Advanced. This session will focus on more advanced data analysis to determine if common cause or special cause variation is at play when results are not as planned. Easily explained data techniques allow us to determine if key processes are in control and should be maintained, or if a shift is taking place and it's time to react. How many centers experience the common scenario of making sweeping changes when results fall short, never sure if they've fixed the actual problem? Understanding process control analysis and utilizing consistent data practices can prevent "fixing" something that is actually working as designed — preventing the dreaded issue of tampering with a process that is in control.

Workforce Optimization (WFO) in the Cloud. As call center technology has evolved, companies struggle with the requirements for an IT department to maintain proficiency in and manage all the necessary call center applications. To fill this need, technology companies now offer hosted solutions that require little or no assistance from the IT department. This session will explore several case studies of WFO as a hosted application. This session is an interactive forum for companies who have already deployed, or are considering deploying, a cloud-based WFO system. Hear about the challenges, risks, and benefits of using a cloud-based WFO solution. Find out why others made the move, and if they are seeing the expected benefits.

Sage Advice on Purchasing a Workforce Management System. Thinking of taking the plunge and purchasing a WFM system for the first time, or considering switching to a new system? Come to this session to arm yourself to be a savvy buyer. Learn how to outline system and functional requirements based on your business needs. Hear about the steps of identifying and narrowing choices and how to make a defensible decision based on functionality, services, support, and cost. Hear from the industry's leading vendors not about their products but what they've learned from buyers about how to make the most of the selection process.

Team Building Exercises for Your Workforce Management Team. Need ideas for building team cohesiveness, accountability, and productivity in your workforce management group? This session will give a variety of exercises to build loyalty, accountability, morale and productivity in the workforce management team, or any other team. Details around facilitating exercises, from setup to debriefing, will be discussed, along with a real team exercise delivered in the session. Great for Team Leaders and Managers!

60 Ideas in 60 Minutes – WFM Tips & Techniques from Real-Life Experiences. This fast-paced session with a panel of your WFM peers will have you writing furiously as you try to capture an idea a minute on paper! This format will give you some last minute tips to take home and implement immediately – if you can catch them all!

Staffing and Scheduling Strategies for Managing Significant Seasonal Variation. Come to this session to hear how one company uses temporary and flexible resources as part of a strategy to deliver consistent

contractual service level performance and profitable occupancy in an environment with a peak season variation that exceeds 100%. We will cover an examination of the life cycle of this initiative over several years, focusing on the key success factors and critical issues that enabled us to achieve our business objectives. We will also share an example of how workforce management delivered value and partnered with the business leaders to achieve business objectives even beyond service level. – Speakers: George Stockburger & Bakir Carlson, Optum

2:00-2:30 p.m. – Break

2:30-3:45 p.m. – Workshops

Five Ways to Improve Schedule Adherence. An accurate forecast and efficient schedules don't mean much if the staff aren't following the plan. Just a little bit of non-adherence can cost your center in a big way in terms of service delays, increased occupancy, and cost. In this session, you'll learn how to define a reasonable adherence plan and put measures in place that increase the likelihood that schedules will be followed. Hear about the most common reasons for non-adherence and what you can do to fix them.

Using Staffing Index Metric In an Outsourced Vendor Environment. This session reviews how to achieve a Staffing Index Metric that is utilized to rate how well contact centers achieve their staffing goals. We will review how Sprint measures these goals compared to long-range and short-range forecast and how it is a determining factor in their outsourced vendors being able to attain their potential bonuses. Then hear from an outsourcer to get their point of view as well.

Improving Communications for WFM Professionals: Closing the Information Gap Between Workforce Management and Call Center Supervisors. Do you ever feel like your WFM group speaks an entirely different language from others in the call center? Do you struggle to get cooperation from supervisors and agents when you need their help to schedule or adhere to existing schedules? This session is all about ways to improve your communications, build stronger relationships, and educate others about the value of WFM.

Ask The Workforce Wizard – Hard Skills. This session is your chance to ask our panel of experts anything WFM! This session will be focused on hard skills, such as how to forecast, ACD questions, call routing, workload balancing, and anything else you can think of in the area of WFM mechanics and theory. This interactive session will answer questions submitted and chosen by conference attendees. If you have a question or an issue that has been a challenge to your team, bring your question to the panel! The audience will also get a chance to give some input. This session should be dynamic and informative, but the topics covered will be chosen by you and your peers at the event.

60 Ideas in 60 Minutes – Tips & Techniques for Making the Most of Your WFM Software. This fast-paced session with a panel of vendor experts will have you writing furiously as you try to capture an idea a minute on paper! This format will give you some last minute tips to take home and implement immediately – if you can catch them all!

From Start to Finish: A Workforce Optimization Overview and Case Study. In the age of balancing efficiency and customer experience, workforce optimization solutions are seen as vital tools within the contact center. During this session, learn the basics of workforce optimization and how it can benefit your center. You'll gain valuable insights through a look at DentaQuest's journey from initial ROI analysis to choosing a solution, and follow all the way through implementation. Return to your center with best practices, lessons learned, and tools to begin to implement workforce optimization.

3:45-4:15 p.m. – Closing Session

2015 SWPP Annual Conference Ends

Join us for the 2015 SWPP Annual Conference, The Summit for Workforce Management Excellence. This exciting event is designed specifically for contact center workforce management professionals and anyone in the workforce management community can benefit from the informative workshops and opportunities to network with peers. Hope to see you in Nashville!

Let's Party in Downtown Nashville

On Tuesday night, we're heading to B.B. King's Blues Club, one of downtown Nashville's exciting hot spots, for a fun evening of entertainment. Enjoy dinner and live entertainment in Nashville's historic downtown district.

Workforce Management Professional of the Year Award

SWPP will announce the 2015 Workforce Management Professional of the Year Award on Tuesday, March 3 at the 2015 Annual Conference.

Sponsor Showcase

SWPP is pleased to provide a special Sponsor Showcase during the Conference to provide attendees with information about specific products of interest.

Networking Reception and Mixer

Join us for a networking reception to get the conference started on Tuesday evening. We have some special events and mixer activities planned to help you get acquainted with your fellow attendees.

Registration

You may register for the 2015 SWPP Annual Conference via phone, mail, fax, or on our website.

To register by phone, call 877-289-0004.

To register by mail, please complete the registration form below and mail with payment to:

SWPP
ATTN: Annual Conference
6508 Grayson Court
Nashville, TN 37205

To register by fax, complete the registration form below and fax to 615-352-4204.

To register online, go to www.swpp.org/annualconference.html to complete the online registration form.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Country _____

Phone _____

Fax _____

E-mail _____

Behind Closed Doors

Want some time to hear from your workforce management software vendor? The SWPP Sponsors will be holding group customer sessions to provide the latest information about upgrades, new releases, and new products. Meet other users in this group session led by your vendor.

Hotel Information

The 2015 SWPP Annual Conference will be held at the Omni Nashville Hotel. The Omni Nashville Hotel is specifically created to be an authentic expression of Nashville's vibrant music culture. Across from the new Music City Center, this luxury hotel is a one-of-a-kind experience, fully integrated with an expansion of the Country Music Hall of Fame and Museum® on three levels. Located at 250 5th Avenue South, the Omni Nashville Hotel design is a modern expression of the city's distinct character, incorporating natural materials, exposed steel and regional limestone.

A special conference rate of \$229 is available until February 16, 2015 or until rooms are no longer available. To make your reservations, you may call the hotel directly at 1-800-THE-OMNI and tell them you are with the SWPP Annual Conference to make your reservations.

Transportation

The Omni Nashville Hotel is located 20 minutes from the Nashville International Airport. There is not an airport shuttle specific to the Omni, but there is a general shuttle for downtown hotels. There is also a flat rate of \$25 for taxi service to downtown Nashville. SWPP will provide transportation for the Tuesday evening activity.

Cost

Optional Pre-Conference Session:

- \$195 for members
- \$295 for non-members

Early Bird Conference Registration through January 15, 2015:

- \$1195 for members
- \$1445 for non-members
- \$1490 for non-members with a one-year membership included
- \$100 discount per person for three or more attendees from the same company

Conference Registration after January 15, 2015:

- \$1295 for members
- \$1545 for non-members
- \$1590 for non-members with a one-year membership included
- \$100 discount per person for three or more attendees from the same company

Total: _____

Please register by February 27, 2015.

Payment Method

- Check enclosed (payable to SWPP)
- Charge: American Express Visa
 MasterCard Discover

Card # _____

Name on Card _____

Exp. Date (month/year) _____ Security Code _____

Signature _____



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