



# capitalize

## Blue Pumpkin Workforce Optimization Suite

### ▶ NOW YOU CAN:

- ▶ Manage to Excellence™, not just averages, establishing customer service as a competitive advantage
- ▶ Manage all operational facets of your workforce from a single application suite
- ▶ Optimize your greatest and most expensive resource—your people
- ▶ Profitably align your customer service strategies, skills, activities, and performance with your business goals
- ▶ Integrate the processes of planning organizational needs, executing operations, and evaluating success
- ▶ Implement proven Best Practices that will improve management effectiveness
- ▶ Increase organizational performance through visibility into priorities and performance against established benchmarks
- ▶ Empower employees to take ownership of their performance

### IMPROVE MANAGEMENT EFFECTIVENESS FOR INCREASED PROFITABILITY

People drive your company's value. They serve your customers, sell your products, make decisions, and propel change. But people are also the most expensive and complex part of your operations, holding many hidden opportunities to create additional value for your organization.

Are your people—executives, managers, and individual contributors—performing optimally, helping your company to profitably achieve its business goals? Are you generating a return on investment from the most costly aspect of your operations? How can you turn customer service into a competitive advantage?

The Blue Pumpkin® Workforce Optimization Suite is an integrated set of software applications and industry best-practices professional services. By using the Workforce Optimization Suite to improve your overall management effectiveness you will be able to Balance and Optimize™ three critically important yet often competing priorities: business growth through customer loyalty, employee satisfaction and retention, and operating costs.

### OPTIMIZE THE EMPLOYEE MANAGEMENT LIFECYCLE

The Workforce Optimization Suite streamlines your operations with both technology solutions and professional services, optimizing people processes from all directions. Deployable separately or together, the Suite components create a closed-loop system so you can:

- Set corporate-level and specific customer service goals and define measures of success
- Identify optimal organizational and budgetary strategies
- Align employee time and skills to where they can have the greatest impact on customer loyalty
- Intelligently evaluate employee and organizational performance
- Create a cycle of continuous improvement around your customer services performance, strategies, tactics, and processes
- Manage to Excellence™, not just averages

All levels of your organization will be aligned with business priorities, focusing their efforts and performance in the right areas for a cost-effective, fast moving operation that can directly impact your top and bottom lines.

## COMPONENTS OF THE BLUE PUMPKIN WORKFORCE OPTIMIZATION SUITE

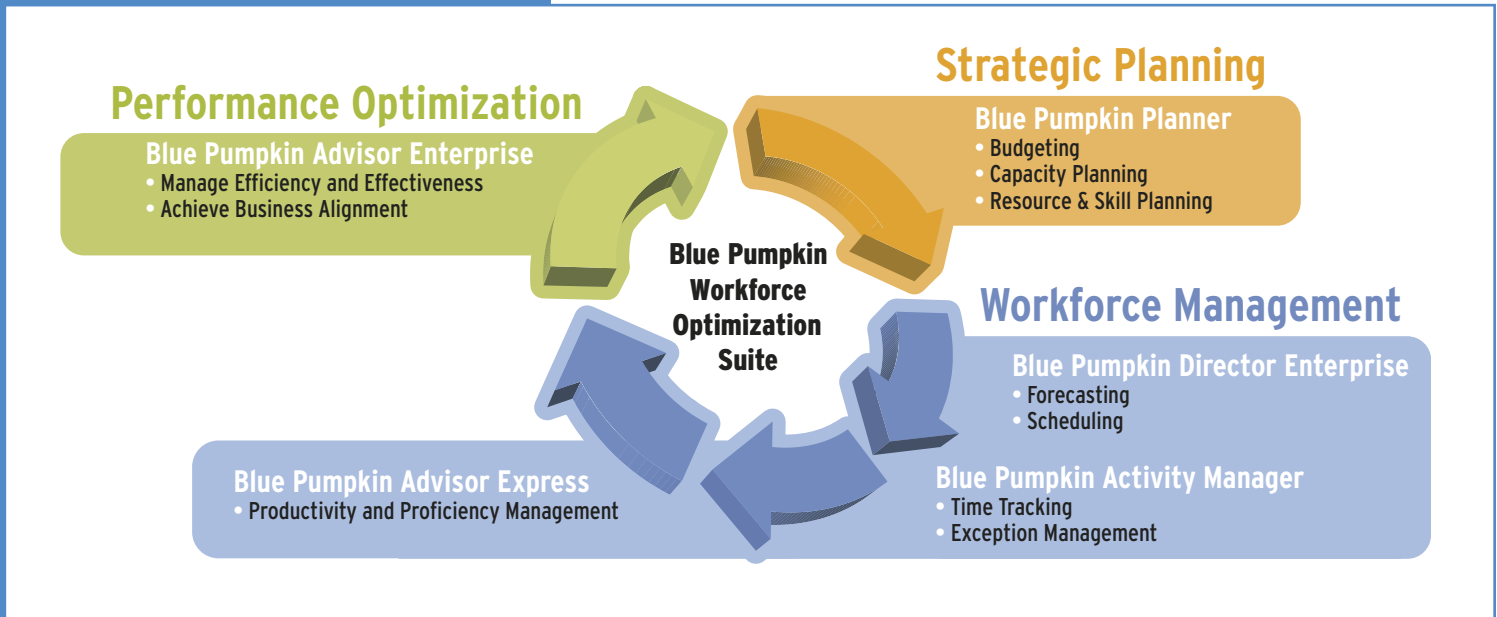
**Blue Pumpkin Planner:** Strategic resource planning

**Blue Pumpkin Director Enterprise:** Resource and skill deployment

**Blue Pumpkin Activity Manager:** Time and activity monitoring

**Blue Pumpkin Advisor Express:** Productivity and proficiency management

**Blue Pumpkin Advisor Enterprise:** Performance management



*The Blue Pumpkin Workforce Optimization Suite includes software applications and professional services that address all aspects of workforce optimization, from initial setting of goals through to performance management and adjustments made to business goals and associated metrics.*

*"With Blue Pumpkin to improve our people-processes, we see a great impact on our business. The people who interact with customers are the frontlines of our brand - they directly represent our company. So faster response times, happier customer service reps, delivering the right answers to inquiries the first time and other benefits from workforce optimization not only save us a lot of money, but they also help build our brand equity and customer loyalty - absolutely critical in our competitive industry. As a result, NMAC doesn't just run a model contact center, but we're also helping Nissan make very real gains towards its sales and profitability goals."*

Sean Hicks  
Senior Manager  
of Customer Communications  
Nissan Motor Acceptance Corp.

## ALIGN CONTACT CENTER STRATEGIES TO BUSINESS GOALS

Optimizing your workforce through more effective management starts with articulating your company goals and priorities. With these in mind, use Blue Pumpkin Planner to identify the most cost effective and successful resource strategy to meet your goals, taking into account how your target markets, business, and workforce changes throughout the year. Planner enables you to consider resources, costs, and your customer service strategy in developing the optimal long-term resource plan.

## MANAGE TIME TO REDUCE SHRINKAGE

It's not enough to have the right strategic plan. You must ensure that plan is put into action. To create a workforce that is productive and focused, you need to optimally deploy your skilled resources and manage how and where they actually spend their time.

Based on knowledge of the specific skills, capabilities, and preferences of each agent, you must develop a schedule that aligns those skills to where they can offer the greatest benefit. Our industry-leading forecasting & scheduling application, Blue Pumpkin Director Enterprise, matches agent skills and preferences to forecasted demand across all communications channels, helping you to achieve your service levels and maximize agent retention with the most efficient schedule possible.

As agent schedules become more complex, it's of critical importance to have a 100% view into all agent activities. Real-time activity tracking not only ensures that everyone is doing what they're scheduled to do, it enables managers to make immediate adjustments when service levels start to drop or agents are not in adherence for any reason.

Our multi-channel adherence application, Blue Pumpkin Activity Manager, helps you to answer the question, "Where did all of the time go?" Activity Manager monitors all types of activities and contact channels—phone, email, research, back office work, and

Name of KPI	Actual	Goal	External Benchmark	Peer	% Met	Score
First Contact Completion	63%	70%		69%	67.0%	↑
Cost Per Handled Call	\$1.62	\$1.2		91%	9.0%	↑
Agent Time % Available	30%	50%		4%	30.0%	↑
Agents Per Supervisor	5	7		67%	73%	↑
<b>Total</b>						

## APPLY BEST PRACTICES FOR YOUR BUSINESS

Blue Pumpkin Strategic Consulting provides best practices consulting services to help you rapidly realize the benefits of workforce optimization. By drawing from extensive industry experience, Blue Pumpkin consultants provide a detailed road map for optimizing your people, your processes, and your technology.

Blue Pumpkin consultants identify the most rewarding opportunities for workforce optimization and then model systems to generate operational efficiencies. Most importantly, during implementation they use proven Change Management techniques, working directly with your workforce to obtain employee buy-in and ensure successful adoption of the new solution.

*The Blue Pumpkin Workforce Optimization Suite includes internal and external benchmarking that makes it possible to Manage to Excellence™, not averages. This improves employee recognition, satisfaction, and retention, and enables companies to create competitive advantage through customer service.*

others—and provides complete visibility of center operations for managing shrinkage. By ensuring employees work on assigned activities as scheduled and reporting discrepancies in how employees actually use their time, Activity Manager increases productivity, accountability, and management effectiveness.

## MANAGE PRODUCTIVITY TO OPTIMIZE SERVICE LEVELS

Measuring productivity lets managers and schedulers know what each agent is actually capable of, where they excel, and where they may need additional coaching or training. Blue Pumpkin Advisor Express is an innovative, quick-deploy Productivity Management application that gives you a clear understanding of how your contact center is performing—down to the individual agent level. Advisor Express turns mountains of raw data into actionable information and operational insight, allowing you to improve productivity, identify specific areas needing improvement, and streamline communication across all levels of the organization.

## ENSURE PERFORMANCE IS ON TRACK WITH GOALS

Blue Pumpkin Advisor Enterprise closes the loop from goal setting to managing performance against those goals. By collecting business and workforce data from across your enterprise, Advisor Enterprise presents the most critical performance measurements to executives, managers and employees using pre-configured Gartner-endorsed Key Performance Indicators (KPIs) displayed in role-appropriate dashboards. With regular feedback from Advisor Enterprise, business will be able to spot problems and successes and take action on them faster than ever.

## BALANCE AND OPTIMIZE

The Blue Pumpkin Workforce Optimization Suite enables you to achieve the optimal balance of business growth through customer loyalty, employee satisfaction and retention, and operating costs. The net result is improved profitability and greater alignment of your most expensive and valuable resource—your employees—to corporate goals, turning customer service into a compelling competitive advantage.

## ABOUT BLUE PUMPKIN

Blue Pumpkin provides industry-leading workforce optimization solutions that improve the performance of a customer contact center's most important and valuable asset—its people. Addressing critical business challenges and creating competitive advantage with both innovative technology and best-practices professional services, we help our customers Balance and Optimize™ three critical and often competing priorities: business growth through customer loyalty, employee satisfaction and retention, and operating costs. Blue Pumpkin solutions deliver proven value to more than 1,000 organizations worldwide such as ADP, AT&T, DirectTV, eBay, JetBlue Airways, Toyota, and Visa.



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