

SOLUTION BRIEF

Contact Center Efficiency & Performance: Setting New Standards with Workforce Analytics



Workforce analytics provide data-driven insights into contact center agent activity, resource allocation and team performance. These insights help leaders determine areas to improve productivity, such as streamlining workflows or time management coaching. Workforce analytics also help contact centers find and address employee burnout risks, such as excessive overtime or unrealistic expectations.

This helps contact centers increase team efficiency and performance, leading to better customer experiences and increased profitability.

The evolution of contact centers

The role of contact centers has rapidly evolved over the past few years. With an increased number of [communication channels](#), organizations now engage with prospects and customers in many ways beyond the traditional phone call.

These new technologies also facilitate flexible work arrangements with the physical footprint becoming less important. In fact, 34% of call center companies have a remote presence and 56% [plan to have one](#) by 2024.

With ActivTrak, leaders can [track performance](#) trends, identify burnout risk, reduce distractions and recapture critical focus time — helping companies design more optimal workloads, workflows and workdays that reduce the risk of turnover.

With this need to support hybrid and remote work, managers must navigate many challenges including:

- Confirming employees are fully engaged and focused on the highest-value tasks during scheduled hours
- Ensuring staff are paid for the correct number of hours worked and their pay is commensurate with the time they spend on the job
- Verifying contact center staff are closely aligned to performance goals
- Identifying and minimizing tools and processes that impede productivity
- [Adjusting workloads across](#) time zones for optimal coverage and lower wait times
- Ensuring compliance with rollouts of new processes, policies and workflows
- Preventing employee burnout and turnover
- Quickly identifying employees that need training or mentoring

Contact centers that implement a workforce analytics solution set themselves up for success by empowering their employees with the tools, resources and support to make data-informed decisions.

Using ActivTrak to drive contact center efficiency and productivity — while reducing costs

Contact centers worldwide use ActivTrak’s productivity insights to equip leaders with the data they need to improve contact center efficiency and productivity within and across teams.

The ActivTrak platform helps contact centers efficiently:

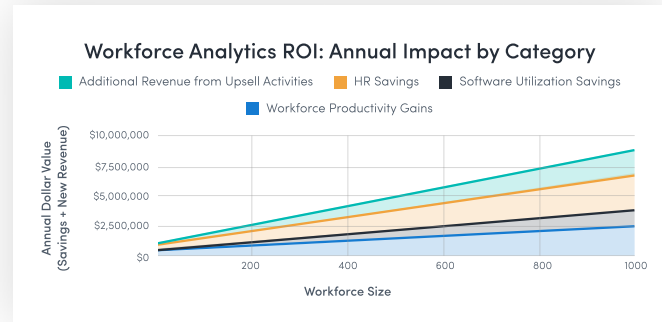
- Track productivity trends across hybrid, remote and in-office work settings
- Increase accountability while instilling a culture of trust and transparency
- Empower employees to work when and where it makes sense for them
- Enable managers to run more effective and productive teams
- Identify and resolve workflow bottlenecks
- Find coaching and training opportunities

ActivTrak’s data-driven insights provide a more consistent, continuous and unbiased picture of employee engagement and productivity over time. These insights empower managers to understand how employees work, spotlight successful work patterns and prioritize work that drives real business results.

Agent productivity improvements

Using ActivTrak workforce analytics, contact center managers can realize substantial cost savings with productivity improvements through:

- Visibility into agent activity and resource allocation – affecting goal attainment
- Discovering over- and under-utilized resources
- Determining agents at risk of burnout
- Identifying and applying best practices and the most efficient processes
- Correlating agent activities and performance
- Seeing agents in need of coaching

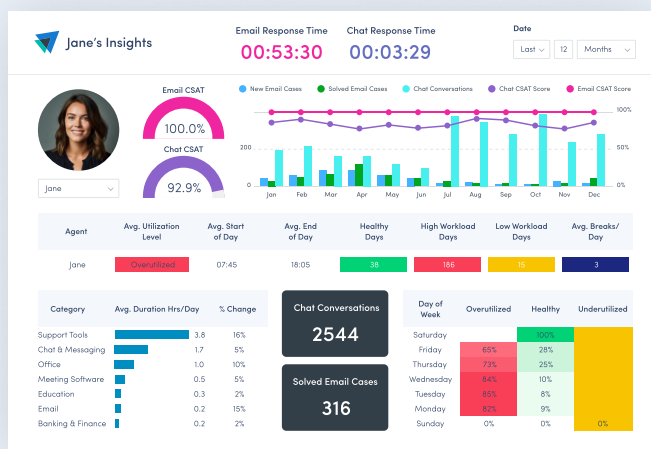


Example: An agent with an annual salary of \$40,000 [gains 30 minutes a day](#) in productivity or efficiency, about \$2,500 per year. This results in \$1.5 million in productivity gains per year for a team of 600 people.

Process analysis to improve efficiency

Contact centers face constant pressure to improve efficiency and minimize costs. One way to do this is to analyze the processes used to handle customer inquiries. By identifying areas where time is wasted or there is room for improvement, managers can make adjustments that lead to better outcomes – for customers and employees.

ActivTrak can track employee activity and identify areas where time is spent on non-value-added tasks. This information can then be used to make process changes, such as eliminating unnecessary steps or automating tasks.

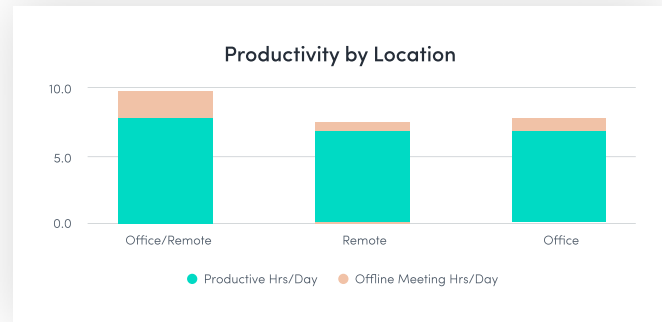


One call center customer used ActivTrak to identify agents who spent significant time on secondary tasks that could be done during off-peak hours. By de-prioritizing these tasks, the call center reduced call wait times by 30% during peak hours. Another way to improve call center efficiency is to identify best practices and replicate them across the organization. ActivTrak can highlight the most efficient agents and the processes they use, which can be shared with other agents to improve performance.

Efficiency analysis and scoring

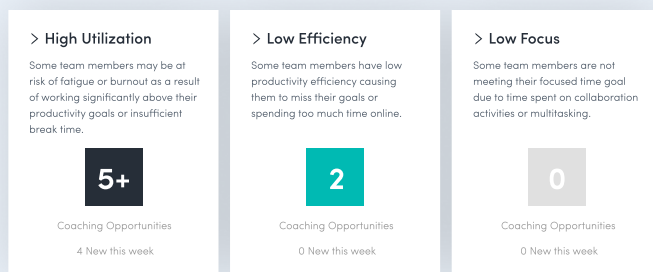
Customer support managers and contact center leaders need a comprehensive overview of daily, weekly and monthly work patterns, including most-used apps, total work time and productive work time. With this data, managers can identify when agents can most effectively handle complex customer interactions, including strategic routing of escalations and more.

ActivTrak provides complete visibility to compare team performance and ensure better processes and tools are fully adopted. For example, a contact center manager may want to compare remote vs. in-person team productivity, whereas a team leader may want to know which processes high-performing reps follow so they can replicate them across the rest of the team.



Identification of coaching opportunities

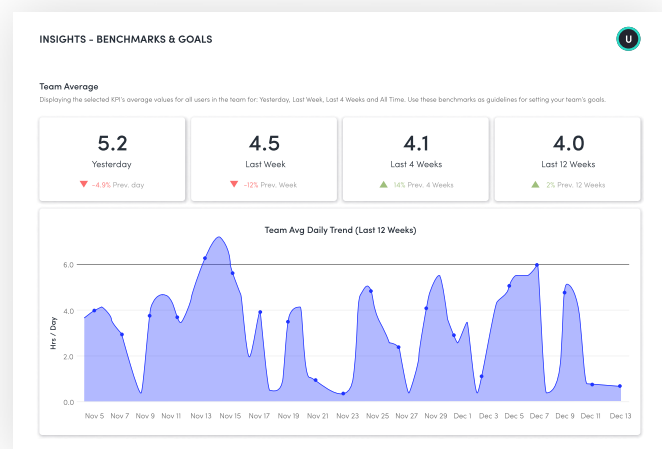
Coaching contact center agents may be necessary to advance their expertise or improve their efficiency in different areas of their role. This could include helping them increase productivity, adhere to process protocols or manage their time effectively.

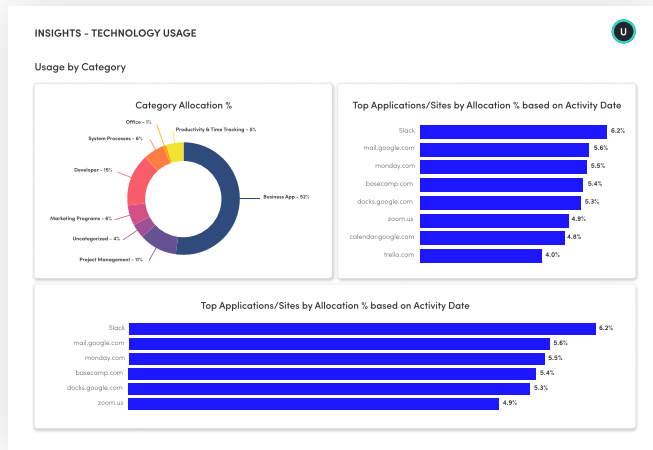


ActivTrak Coach identifies employees who need coaching and provides automated tips and advice for behavior-based improvement. Additionally, it can alert managers to take coaching action based on leading indicators – shortening the time to results.

Benchmarks and goal setting

ActivTrak helps contact center managers establish team and individual goals, and evaluate team performance against other teams – as well as internal objectives and [productivity benchmarks](#). This information can help identify areas where a team is on track and where they may need additional support.





Effective software utilization

In a recent [case study](#), ActivTrak enabled one organization to save over \$800,000 on unused software licenses. The customer had 2,000 CRM licenses at \$150/month/user, resulting in \$200,000 in savings from 114 “inactive” users, and an additional \$600,000 in savings from 317 “low volume” users (less than 5 sessions for less than 10 minutes total).

Additional case studies: Achieving contact center excellence with workforce analytics

Company	A Fortune 500 global financial services company	A FinTech omnichannel customer engagement firm	A leading customer support outsourcing service
Challenge	Lack of visibility into agent activity and resource allocation preventing them from achieving goals	Poor schedule adherence and inconsistent productivity resulting in low customer satisfaction	Inability to identify daily capacity issues resulting in low case resolution throughput
Key Insights	<ul style="list-style-type: none"> Team engagement and productivity levels Agent utilization and capacity assessment 	<ul style="list-style-type: none"> Attendance and time compliance Customer service rep productivity and efficiency 	<ul style="list-style-type: none"> Virtual office “walk-around” visibility Real-time agent activity KPIs to maximize case completion
Results	<ul style="list-style-type: none"> Effective hybrid team management Increased agent capacity without additional headcount 	<ul style="list-style-type: none"> Improved agent schedule adherence Increased productivity and customer satisfaction 	<ul style="list-style-type: none"> Increased customer case resolution volumes Reduced call abandonment rate and repeat calls

Start improving your contact center team’s efficiency and productivity today — [create a free account](#) or [request a demo](#).

[Request a demo](#)

