



SPECIAL INTEREST GROUP CHARTER

SIG Name:

Contact Center Workforce Management Special Interest Group

Steering Committee Members

1. Karen Kowieski, Care Center Workforce Manager – American Family Insurance
2. Jen Charles, Customer Care Operations Manager – Eastbay/Footlocker.com
3. Lisa Temby, Customer Care Manager, WFM & Quality – School Specialty
4. Morgan Mathews, Supervisor, Contact Center WFM – Snap-on

Objectives

1. To provide a forum for participating member companies to discuss topics of interest related to managing the agent workforce in their contact center(s)
2. To enable a “deeper dive” into the workforce management topic than is possible in a single UWEBC Customer Service Peer Group meeting
3. To glean leading practices that can be employed to improve/enhance participants’ workforce management processes by learning about the WFM strategies, practices, and processes utilized by other companies in the group

Intended Participants

- **Companies:** UWEBC member companies with significant contact center operations and for which the workforce management function is a key enabler of strategic and operational success.
- **Roles:** Those with responsibility for the workforce management function; contact center managers.

WFM Topics to Be Discussed

1. Setting service strategy and establishing priorities to guide workforce management, including operational goals for service, quality, and cost – and alignment of WFM-relevant metrics across different levels (center, team, and agent)
2. Sizing the overall workforce/capacity planning, including strategies and practices related to seasonal workforce fluctuations
3. Forecasting contact center workload
4. Scheduling the workforce to achieve desired operational goals
5. Diagnosing (in real-time) and addressing the root causes of WFM-related operational performance issues
6. Managing a 24/7/365 coverage schedule
7. Managing challenges associated with variable scheduling, including practices around intra-day adjustments, shift swapping, and shift bidding
8. Minimizing workforce shrinkage
9. Managing and minimizing after-call work

Meeting Length, Frequency, and Location

- SIG meetings will be from 9:30am-3:30pm
- Five meetings of the SIG are anticipated, but the group may decide to add more meetings if other topics of sufficient interest to the members are proposed
- The target date of the first meeting of the SIG is mid-July, with subsequent meetings to be scheduled approximately every 6-8 weeks (no meetings between Thanksgiving and January 1)

Output/Deliverable

- After the final meeting of the SIG, a Peer Practice Report summarizing participating companies’ strategies and practices in each workforce management topic area discussed