Cisco Unified Workforce Optimization 1.1 for Cisco Unified Contact Center Express

Cisco® Unified Communications is a comprehensive IP communications system of voice, video, data, and mobility products and applications. It enables more effective, more secure, more personal communications that directly affect both sales and profitability. It brings people together by enabling a new way of communicating — where your business moves with you, security is everywhere, and information is always available...whenever and wherever it is needed. Cisco Unified Communications is part of an integrated solution that includes network infrastructure, security, mobility, network management products, lifecycle services, flexible deployment and outsourced management options, end-user and partner financing packages, and third-party communications applications.

Cisco Unified Workforce Optimization for Cisco Unified Contact Center Express — an integral component of the Cisco Unified Communications System — is a full-featured solution for optimizing performance and quality in Cisco customer contact solutions for midmarket and enterprise branch-office or departmental companies.

Cisco Unified Contact Center solutions help customers move into the next phase of customer contact — beyond today's contact center to a customer interaction network. The Cisco Customer Interaction Network is a distributed, IP-based customer service infrastructure that comprises a continuously evolving suite of innovative, multichannel services and customer-relationship-management (CRM) applications. These services and applications provide premium responsiveness and streamlined customer exchanges to help your organization deliver superior customer service. A Cisco Customer Interaction Network extends customer service capabilities across the entire organization, giving your business a more integrated and collaborative approach to customer satisfaction — and leading to a better customer experience.

Cisco Unified Workforce Optimization Overview

For many businesses, the contact center is a strategic connection point with customers. Each positive customer experience supports corporate business objectives, such as increased sales and customer loyalty. But with the daily pressure to satisfy customer demands, it can be a challenge to keep contact center people and processes aligned with corporate business objectives — whether it is in sales performance or profitability. To manage these expectations, it is the contact center supervisor who must deliver. It is the supervisor's job to balance the goals of the business with the customer experience and agent behavior.

Cisco Unified Workforce Optimization, an option that supervisors can use in conjunction with Cisco Agent Desktop and Cisco Supervisor Desktop, helps supervisors and other managers align contact center performance with business objectives by integrating workforce optimization within the team's daily workflow — combining agent and supervisor desktop tools in a composite application with workforce-optimization software to unify the entire customer interaction process.

To help companies provide efficient, effective, customer-focused service in the contact center, supervisors must have the tools they need to manage team performance. Cisco Supervisor

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Desktop empowers supervisors with information in real time and gives them the tools they need to evaluate and continually improve team performance and customer satisfaction.

Cisco Unified Workforce Optimization

Cisco Unified Workforce Optimization is directly integrated within Cisco Supervisor Desktop, which unifies the tactical tools for supervisors with the tools they need to optimize team performance: Cisco Unified Workforce Optimization Workforce Management and Quality Management software.

- Cisco Unified Workforce Optimization Workforce Management allows contact center managers to develop schedules for multiple sites, manage critical performance indicators, and manage real-time adherence to schedules.
- Cisco Unified Workforce Optimization Quality Management is a recording, compliance, and evaluation solution for agent performance optimization and dispute resolution — architected to meet the unique requirements of virtual contact centers.

Part of the complete Cisco suite of customer interaction and workforce-optimization software, Workforce Management provides the information supervisors need to schedule or forecast staffing to provide the highest level of customer service and make short- or long-term adjustments as required to maintain service levels.

When the average contact center spends 65 percent of its budget on human resources, what could have a greater influence on customer service, customer satisfaction, efficiency, and costs than balanced staffing? Yet workforce management can be complex for many contact centers — particularly smaller centers that cannot afford high-end packaged solutions.

Workforce Management offers simple integration; it is easy to learn and is simple for managers and supervisors to use because it allows them to produce agent schedules in just two steps.

The Workforce Management component (Figure 1) of Cisco Unified Workforce Optimization is an excellent solution for next-generation contact centers to:

- Forecast and schedule with accuracy
- Manage multisite (virtual) contact centers in multiple time zones
- Support multiple languages with a single click
- Apply unique business rules by channel type for multichannel contact center support
- Be connected to an unlimited number of phone systems, automatic call distributors (ACDs), and computer-telephony-integration (CTI) systems simultaneously

Figure 1. Workforce Management Team Scheduling Integrated into Cisco Supervisor Desktop

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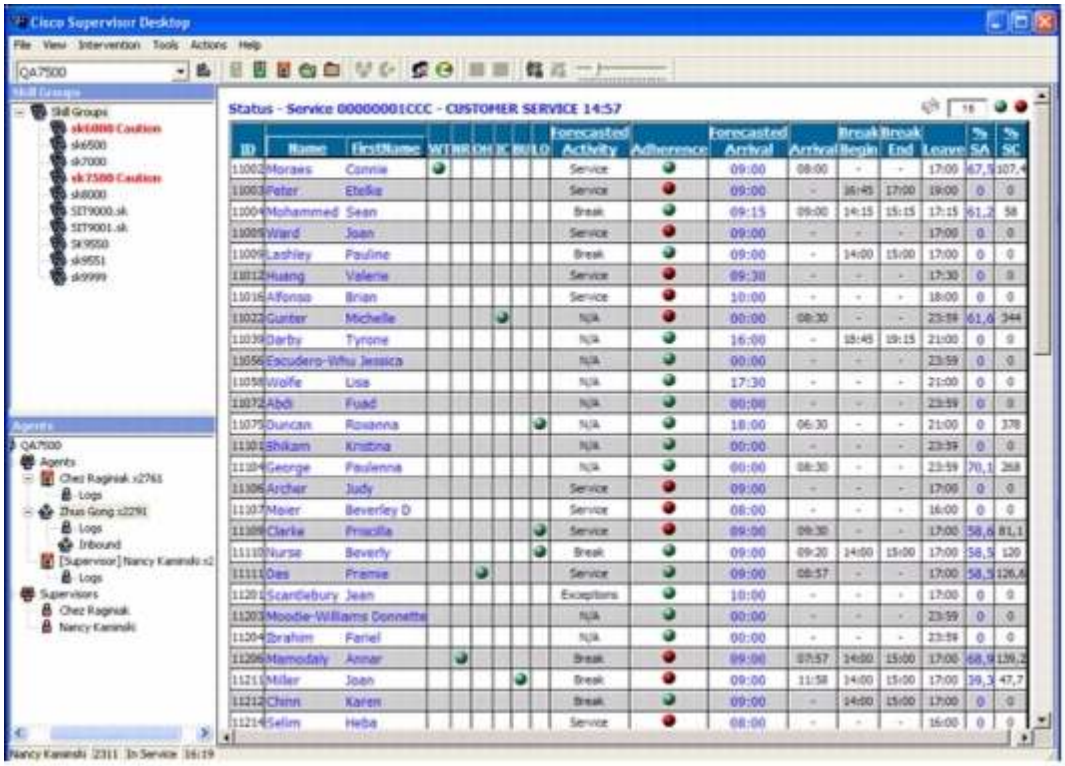

The Quality Management component (Figure 2) of Cisco Unified Workforce Optimization is a highly scalable voice and screen recording and evaluation solution that supports agents and supervisors at any location. Quality Management is available in two versions: 1.) Advanced Quality Management, which consists of voice and screen recording and 2.) Quality Management, which consists of voice recording only. Quality Management helps organizations improve their business process and profitability by:

- Capturing, filtering, and compressing customer contact recordings for evaluation through quality programs
- Providing supervisor and manager evaluation tools that can be integrated with Cisco Supervisor Desktop to streamline management
- Enabling compliance archival of critical information to open systems for transaction recall
- Allowing independent operation of edge components, limiting the scope of effect for faults
- Supporting flexibility for adding new agents through a software push
- Facilitating simple administration to allow modifications to the business rules without IT expertise or professional services engagements
- Increasing revenue through improved customer satisfaction and increased customer loyalty
- Providing consistent, high-quality customer experiences
- Identifying customer needs and expectations

Figure 2. Quality Management Contact Player

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The Quality Management software uses the processing power of the agent's PC to record and process the voice and screen transactions for performance evaluation as well as compliance. The unique edge-oriented application architecture minimizes hardware and bandwidth usage for multisite centers, making it practical to deploy an effective quality-management program in virtual environments:

- Transactions of interest are selected and processed if they meet established business criteria.
- Supervisors review and score the transactions against critical performance metrics, creating initiatives for quality improvements and training.
- Individual and team performance reports show trends that propel initiatives for quality improvement and training at the team and agent levels.
- Supervisors can measure training effectiveness by measuring and monitoring agent skill levels.
- Customer-call examples establish content for best-practices training.
- Contact centers can use evaluations to improve workforce management; for example, identifying agents' skills or area of expertise that can improve schedules and improve call routing.

Together with Cisco Unified Workforce Optimization, Workforce Management software and Cisco Supervisor Desktop, the Quality Management software streamlines the quality-management process to help ensure that standards are being met and training and improvements are implemented when required.

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Ordering Information

To order Cisco Unified Workforce Optimization, use the information in Table 1, which outlines all part numbers to order Cisco Unified Workforce Optimization for each version of Cisco Unified Contact Center Express.

Table 1. Ordering Information for Cisco Unified Workforce Optimization Software and Maintenance Components

	Quality Management Basic – Voice Only Recording		Advanced Quality Management – Voice and Screen Recording		Workforce Management	
	Cisco Unified Contact Center Express 5.0.0 Part Number	Cisco Unified Contact Center Express 6.0.0 Part Number	Cisco Unified Contact Center Express 5.0.0 Part Number	Cisco Unified Contact Center Express 6.0.0 Part Number	Cisco Unified Contact Center Express 5.0.0 Part Number	Cisco Unified Contact Center Express 6.0.0 Part Number
Software license	CCX-50-QM-S1	CCX-60-QM-S1	CCX-50-AQM-S1	CCX-60-AQM-S1	CCX-50-WFM-S1	CCX-60-WFM-S1
Media kit	CCX-50-QM-MEDKIT	CCX-60-QM-MEDKIT	CCX-50-AQM-MEDKIT	CCX-60-AQM-MEDKIT	CCX-50-WFM-MEDKIT	CCX-60-WFM-MEDKIT
Software maintenance	CON-ESW-50QMS1	CON-ESW-60QMS1	CON-ESW-50AQMS1	CON-ESW-60AQMS1	CON-ESW-50WFMS1	CON-ESW-60WFMS1
Software subscription 1 year	UCSS-QM-1-1	UCSS-QM-1-1	UCSS-AQM-1-1	UCSS-AQM-1-1	UCSS-WFM-1-1	UCSS-WFM-1-1
Software subscription 2 years	UCSS-QM-2-1	UCSS-QM-2-1	UCSS-AQM-2-1	UCSS-AQM-2-1	UCSS-WFM-2-1	UCSS-WFM-2-1
Software subscription 3 years	UCSS-QM-3-1	UCSS-QM-3-1	UCSS-AQM-3-1	UCSS-AQM-3-1	UCSS-WFM-3-1	UCSS-WFM-3-1

Note: Cisco Unified Workforce Optimization applications are sold per named user, not concurrent user.

Server Requirements

Table 2 gives information regarding the server requirements for Cisco Unified Workforce Optimization. Requirements are based on the number of users.

Table 2. Server Requirements for Cisco Unified Workforce Optimization Host Application Server Requirements

	Configured Users	Concurrent Users	Quality Management	Workforce Management (WFM)
Server hardware (one per application type based on number of users)				
	Under 450	Under 150	Cisco MCS 7816	Cisco MCS 7835
	Under 900	Under 300	Cisco MCS 7825	Cisco MCS 7845
Server operating system	Windows Server 2003 R2 Standard, 1 server, and 5 client access licenses (CALs)	Windows Server 2003 R2 Standard, 1 server, and 5 CALs	Server operating system	Windows Server 2003 R2 Standard, 1 server, and 5 client access licenses (CALs)
Server database	Sequenced Query Language (SQL) server 2005 Standard, and processor license	SQL Server 2005 Standard, and processor license	Server database	Sequenced Query Language (SQL) server 2005 Standard, and processor license
Server storage: Quality Management recordings require storage space of 120 KB/min for voice and 1.2 MB/min for screen capture, and they may require additional internal or external network-access-server (NAS) or storage-area-network (SAN) storage to meet needs.				

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Quality Management PC Requirements

Table 3 outlines PC requirements for the Quality Management component of Cisco Unified Workforce Optimization.

Table 3. Quality Management PC Requirements

Quality Management Recording Client PC Requirements	Basic	Advanced
Processor	500 MHz+	1 GHz+
Memory	256+ MB or 1 GB for Vista	256+ MB or 1 GB for Vista
Ethernet network interface card	Supports promiscuous mode	Supports promiscuous mode
Ethernet connection	Connected through phone	Connected through phone
Operating system	Windows Vista, XP, or 2000 Pro SR3	Windows Vista, XP, or 2000 Pro SR3

Cisco Unified Communications Services and Support

Using the Cisco Lifecycle Services approach, Cisco and its partners offer a broad portfolio of end-to-end services to support the Cisco Unified Communications System. These services are based on proven methodologies for deploying, operating, and optimizing IP communications solutions. Initial planning and design services, for example, can help you meet aggressive deployment schedules and minimize network disruption during implementation. Operate services reduce the risk of communications downtime with expert technical support, and optimize services enhance solution performance for operational excellence. Cisco and its partners offer a system-level service and support approach that can help you create and maintain a resilient, converged network that meets all your business needs.

Summary

Cisco Agent Desktop and Cisco Supervisor Desktop, together with Cisco Unified Workforce Optimization software, align your contact center business processes with business objectives by integrating workforce optimization within the team's daily workflow. Cisco Unified Workforce Optimization combines agent desktop tools with workforce-optimization software to unify the entire customer interaction process for agents and supervisors.

The Cisco Agent Desktop enforces best practices by unifying agent productivity tools, automating transaction workflows, and facilitating team collaboration. The Cisco Supervisor Desktop integrates team coaching and collaboration tools with Cisco Unified Workforce Optimization Quality Management, Workforce Management, and performance reporting components.

Cisco Unified Workforce Optimization supports supervisors and managers to help them take immediate action or plan evaluations and adjustments to optimize contact center team performance — leading to increased customer satisfaction and continuing the evolution toward a true customer interaction network.

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