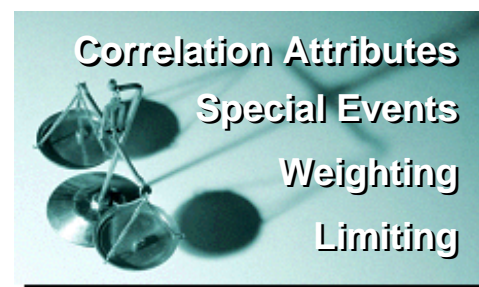


Workforce Management Solutions

Accurately forecasting the work arriving in a contact center is a key component in achieving success. Providing the required accuracy, by taking into account all the historic and future dynamics, requires a sophisticated forecasting tool. Pipkins has always regarded the forecasting process as being of equal importance to the scheduling process – after all, no matter how well you schedule your agents, if their numbers are wrong because of forecast inaccuracies, success will prove impossible.

Over the last 20 years, Pipkins has evaluated numerous forecasting methods and algorithms to assess their suitability for use in the contact center environment. No single methodology is optimal for all circumstances, so our forecaster selects the most appropriate technique taking into account:

- The amount of historical data available
- The nature of the data
- The forecasting period
- Any “special” events (campaigns, etc.)



Using true forecasting techniques, with algorithms that include curve mapping and pattern recognition; the Pipkins forecaster intelligently analyzes your historical data and selects the most appropriate method to provide the most accurate and realistic forecast possible for your contact center.

Benefits of Maxima Advantage Forecasting:

- Stores all timestep data (down to 5 minute level) for as long as you want to keep it. Customers with several years of data benefit from seasonal and cyclical forecasting.
- Can have an infinite number of different service objectives on one or more work streams, and since each queue can be forecasted individually your forecasts can reflect exactly what happens in your center.
- Patented Merlang® algorithms reflect real life customer behavior, taking into account abandon rates and busy signals. These can also be built into the service objectives to improve the overall customer experience.
- Special Events allow unusual or unrepresentative data to be treated differently. “Bad” data can be automatically ignored. Recurring events (bank holidays, billing cycles, etc.) can be tagged so that their impact can be automatically reflected in future occurrences.
- Non-demand work like email, fax, etc. have service objectives that reflect the way that work is handled.
- Limited or weighted correlation attributes can be set on Special Events where you want to quantify the effect (e.g. for mail drops, campaigns, and special promotions). All special events and correlation attributes are layered where more than one effect occurs.

The forecaster integrates seamlessly with the Maxima Advantage staffing requirements calculation, indeed they can be performed in one simple step by the system if desired. Staffing Requirements are based on the Merlang-M (Multi-skill) algorithms which reflect real life skills-based routing or multi-skilling.

- Maxima Advantage avoids repetitive simulations through its ability to accurately reflect the relationship between work streams and agent serving teams, incorporating priority levels and overflow dynamics.
- An optimal staffing requirement is generated for each serving team in a single step, minimizing the overall staffing level while achieving the service objective, thus maximizing efficiency and productivity.
- Productivity levels can be realistically portrayed using individual serving team productivity service sets; accounting for maximum occupancy levels and unscheduled absences (personal breaks, supervisor queries, ad hoc paperwork etc.)

The staffing requirements integrate seamlessly into the scheduling process. Agents can be scheduled to one or more serving teams reflecting their individual skill sets.