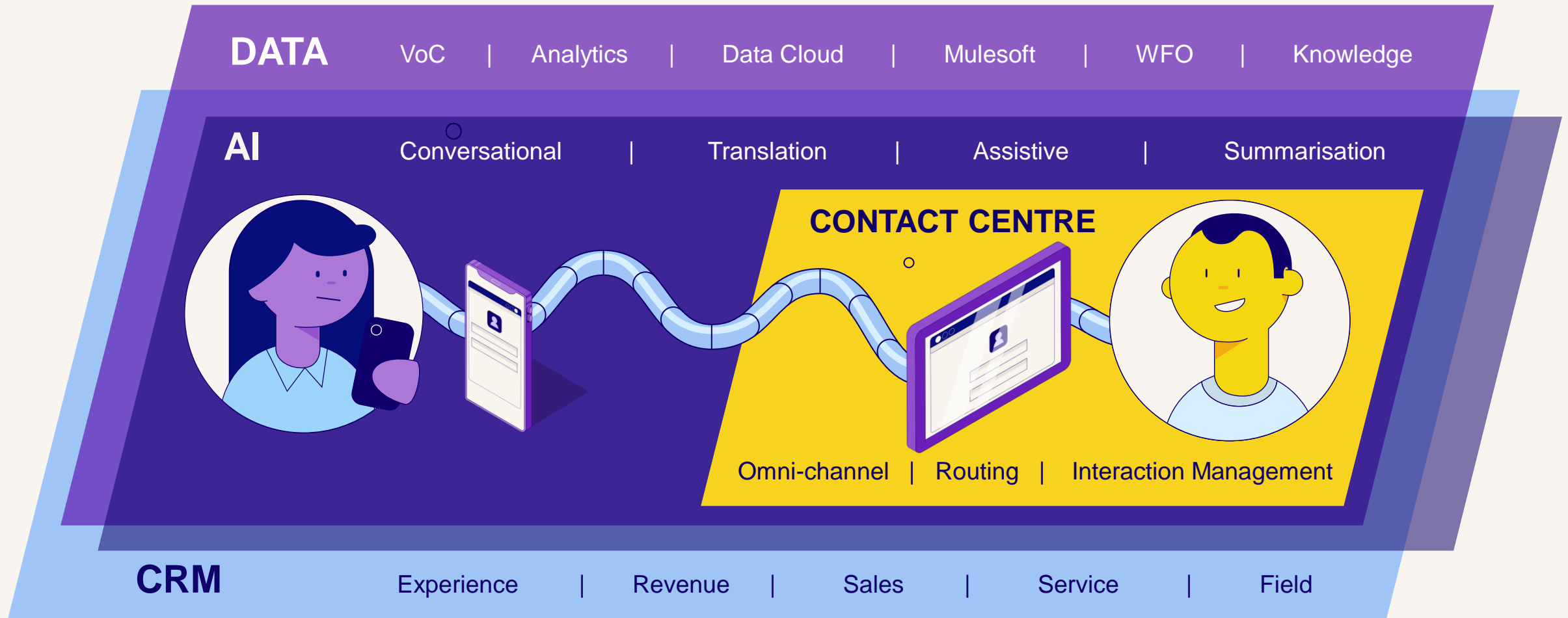


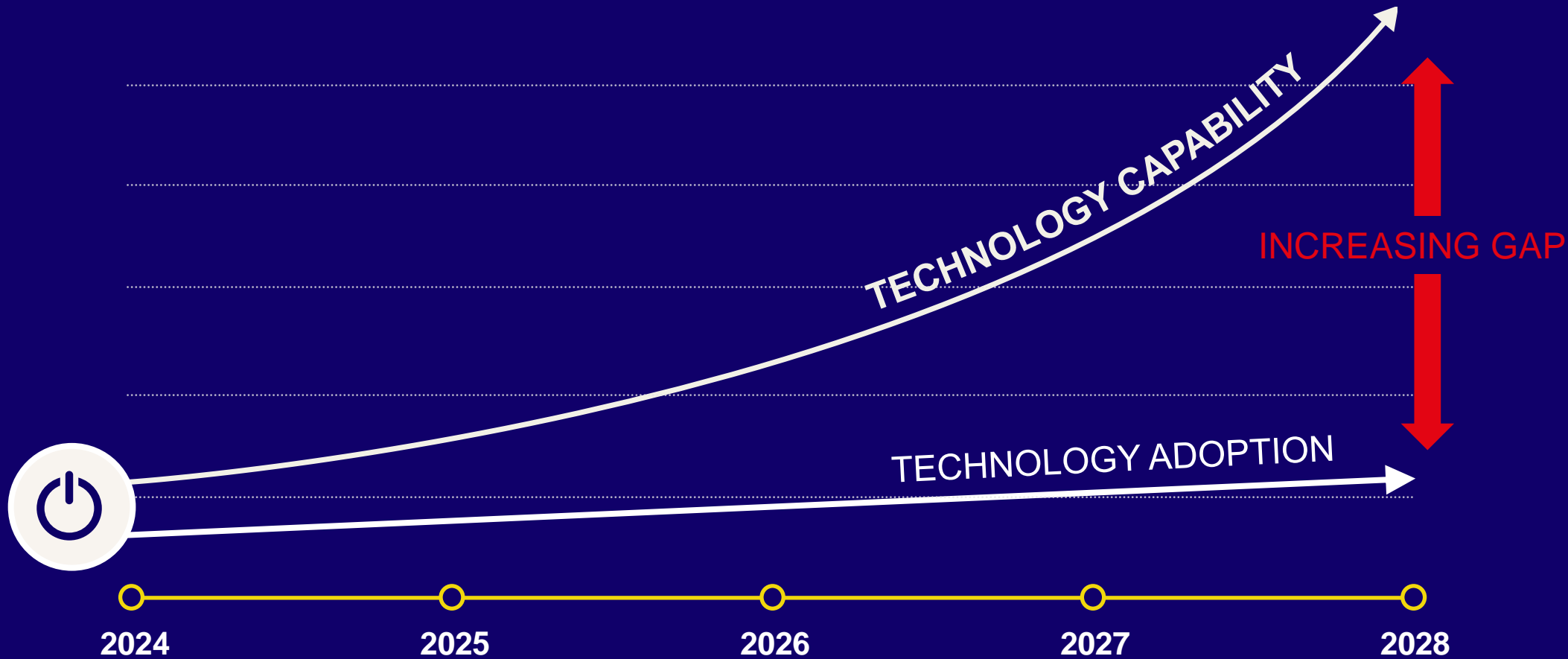
SABIO

OUR MISSION:

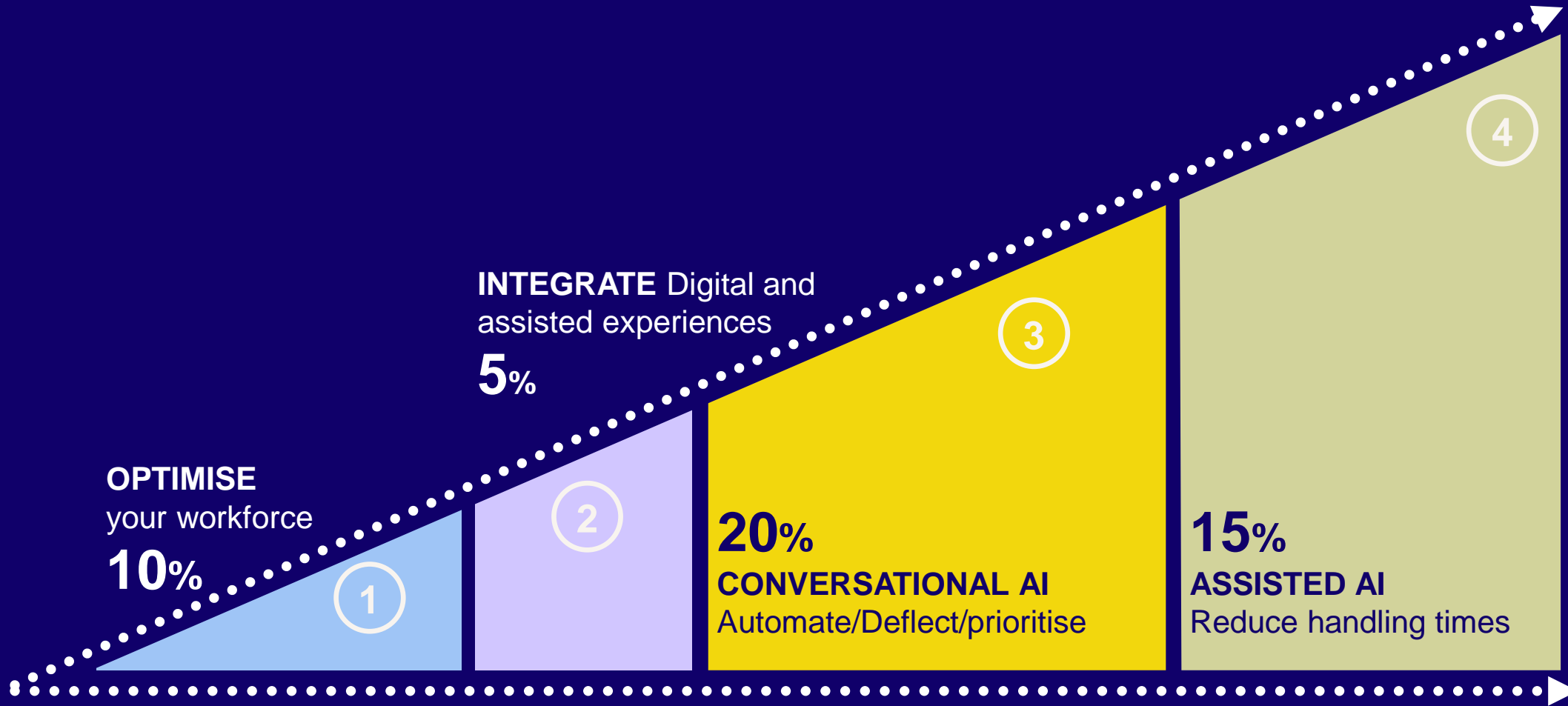
To help organisations use technology to deliver efficient and engaging experiences for their customers and employees



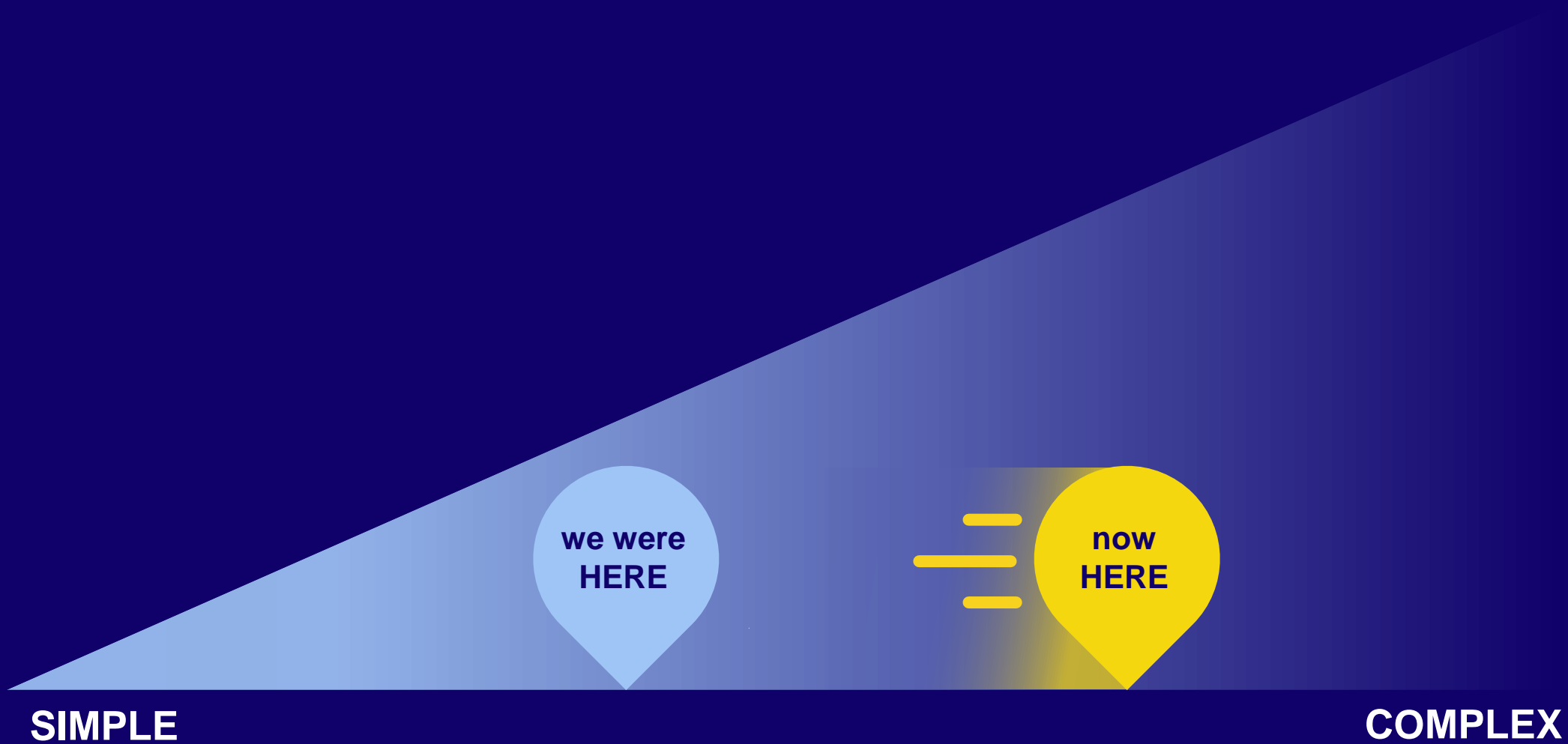
THE CAPABILITY OF CX TECHNOLOGY IS GREATER THAN OUR ABILITY TO USE IT



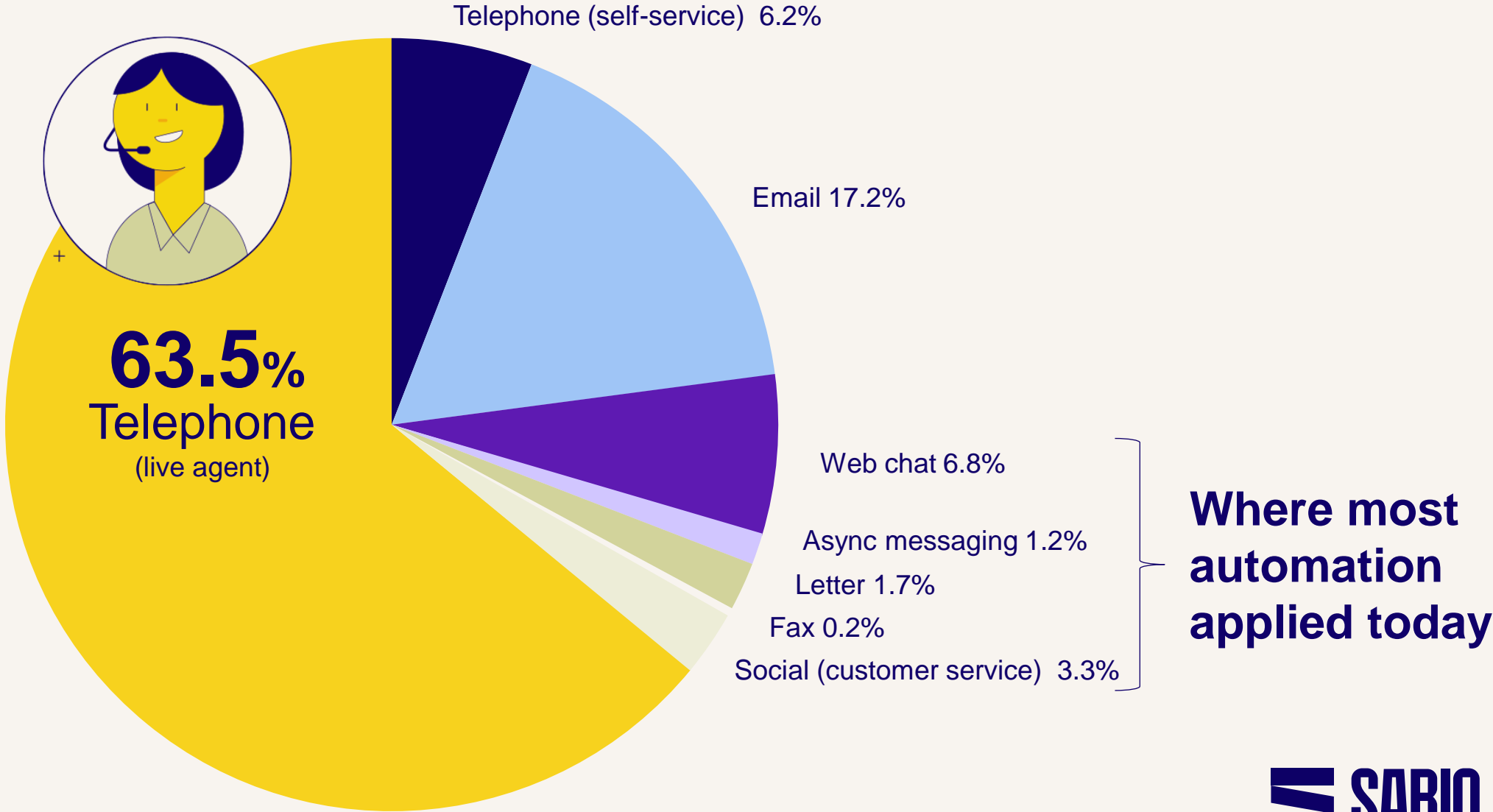
ROUTE TO 50% PRODUCTIVITY IMPROVEMENT



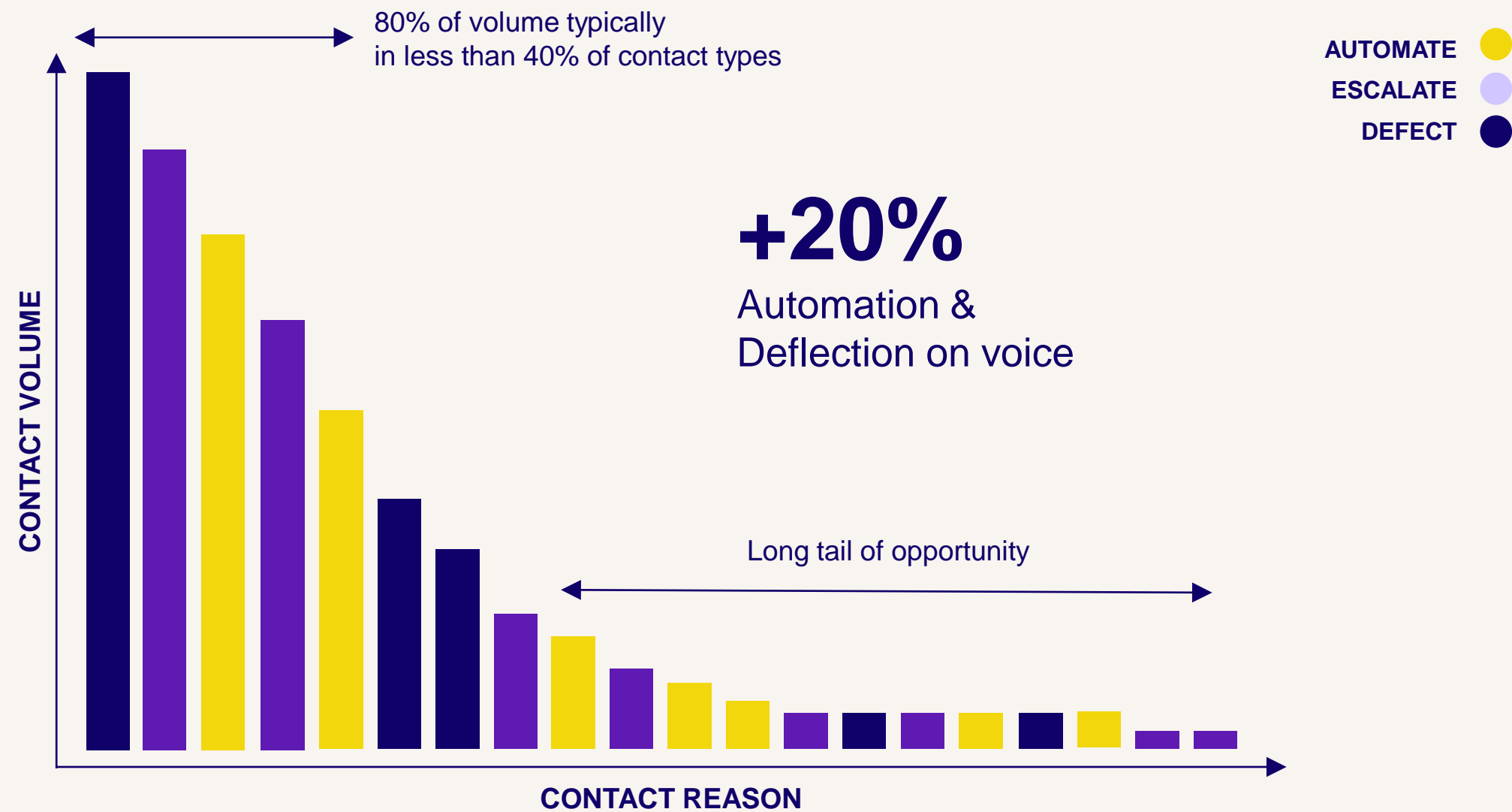
COMPLEXITY OF TASK



CUSTOMERS WANT CHOICE



UNDERSTANDING INTENT



TOP 10 INTENTS (EXPECTED Vs ACTUAL)

9



Expected & in Actual top 10

Expected & Partially in Actual top 10

Expected, but Not in Actual top 10

Not Expected, but in Actual top 10

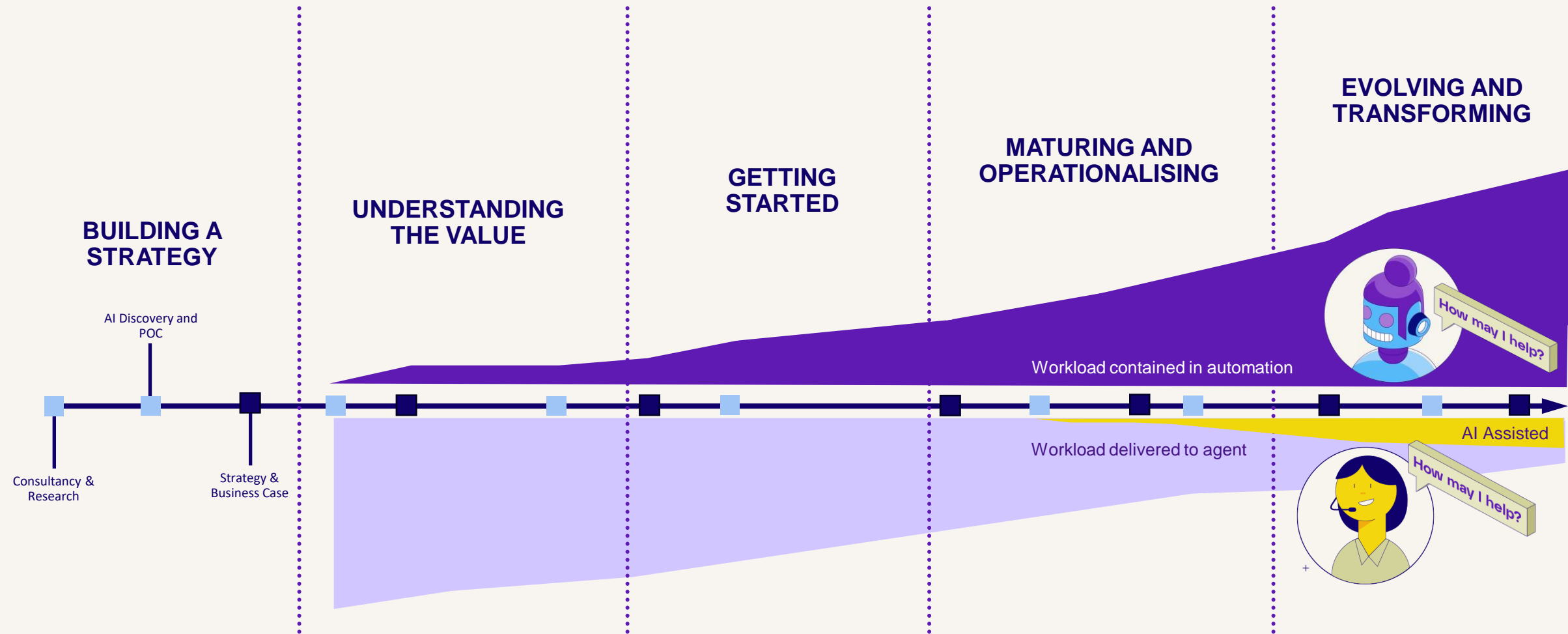
EXPECTED INTENTS

1	No booking confirmation received
2	Online check in query
3	Flight Information
4	Upgrade cash flight using mileage
5	Missed Flight
6	PFO Query
7	Airport Assistance
8	Catering
9	Name Changes/ Correction
10	Travel Advisory

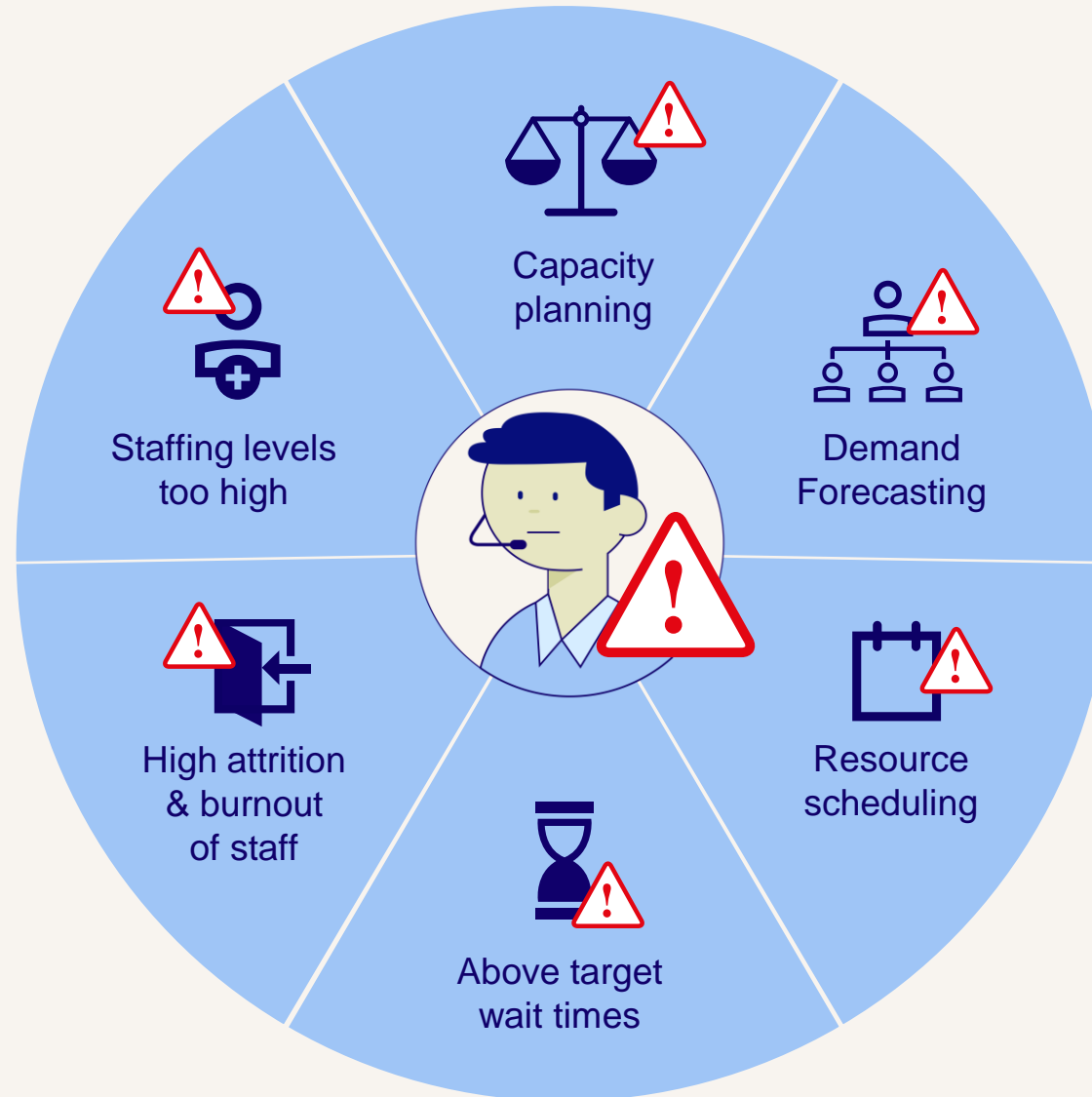
ACTUAL INTENTS BASED ON IC&A DATA

1	Change Flight
2	Check In
3	Booking Change
4	Name Change
5	Book Seats
6	Cancel Flight
7	Payment
8	Baggage Allowance
9	Avios
10	Book Flight

THE PATH TO PRODUCTIVITY WITH AI



PEOPLE ACCOUNT FOR 75% OF THE COST OF A CONTACT CENTRE



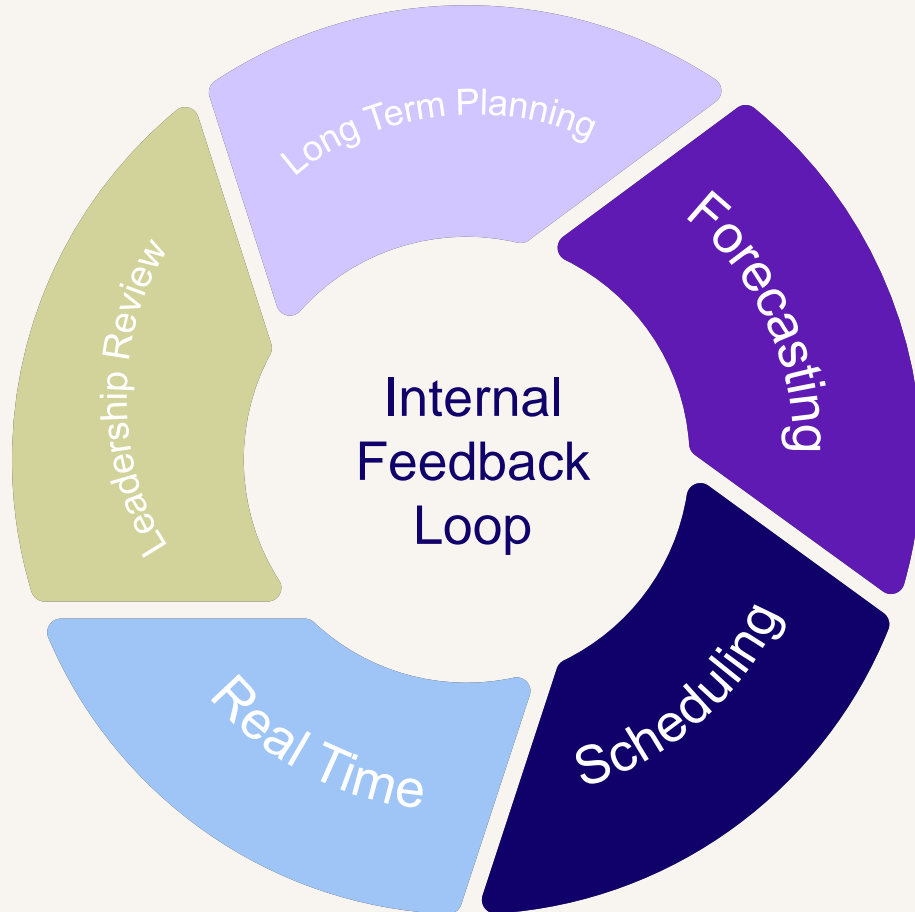
10%

Almost every contact centre is overstaffed

HOW PLANNING BENEFITS FROM INTENT & AI

12

Leveraging IC&A is part of a wider jigsaw:



Long Term Planning

- Ability to truly understand demand and customer behaviour leading to possible Organisational architecture change, Skilling strategy redesign and IVR adjustments. Improvements in plan accuracy resulting in opportunities for cost savings and CX improvements
- Reduction in Planning assumptions when calculating budget requirements further illustrating either risk or opportunity
- True costing of demand resulting in targeting future change in digital transformation

Forecasting

- Forecasting of 'true' demand improving accuracy of plans and allowing more aggressive approaches to assumptions

Scheduling

- Increased insight into customer behaviour allows a closer alignment of the correctly skilled resources to service clients quickly and effectively

Real Time

- Playbooks and Operational levers more in tune with customer needs providing agility across customer facing departments
- Data lead decision making based on actual customer needs rather than historic 'gut feel'

Leadership

- Root cause analysis improvements
- Clearer VoC to enable informed strategic decision making
- Mythbusting legacy opinion with impactful detailed data

OBJECTIVES

Our unwavering objective continues to be:

Enhance the efficiency of customer operations by optimising planning and operational processes, WFM software and elevating our client's capabilities.

By engaging with customers in this way we are building a proposition that not only delivers for customers but builds a culture of continued **learning and customer success.**

Meet the Team

SABIO EXPERTISE: YOUR CONSULTANCY TEAM



Gabe Mitri

21yrs Contact Centre Experience

CONTACT:
Gabe.Mitri@sabiogroup.com



Paul McCluskey

19yrs Contact Centre Experience

CONTACT:
Paul.Mccluskey@sabiogroup.com



Scott Doherty

18yrs Contact Centre Experience

CONTACT:
Scott.Doherty@sabiogroup.com

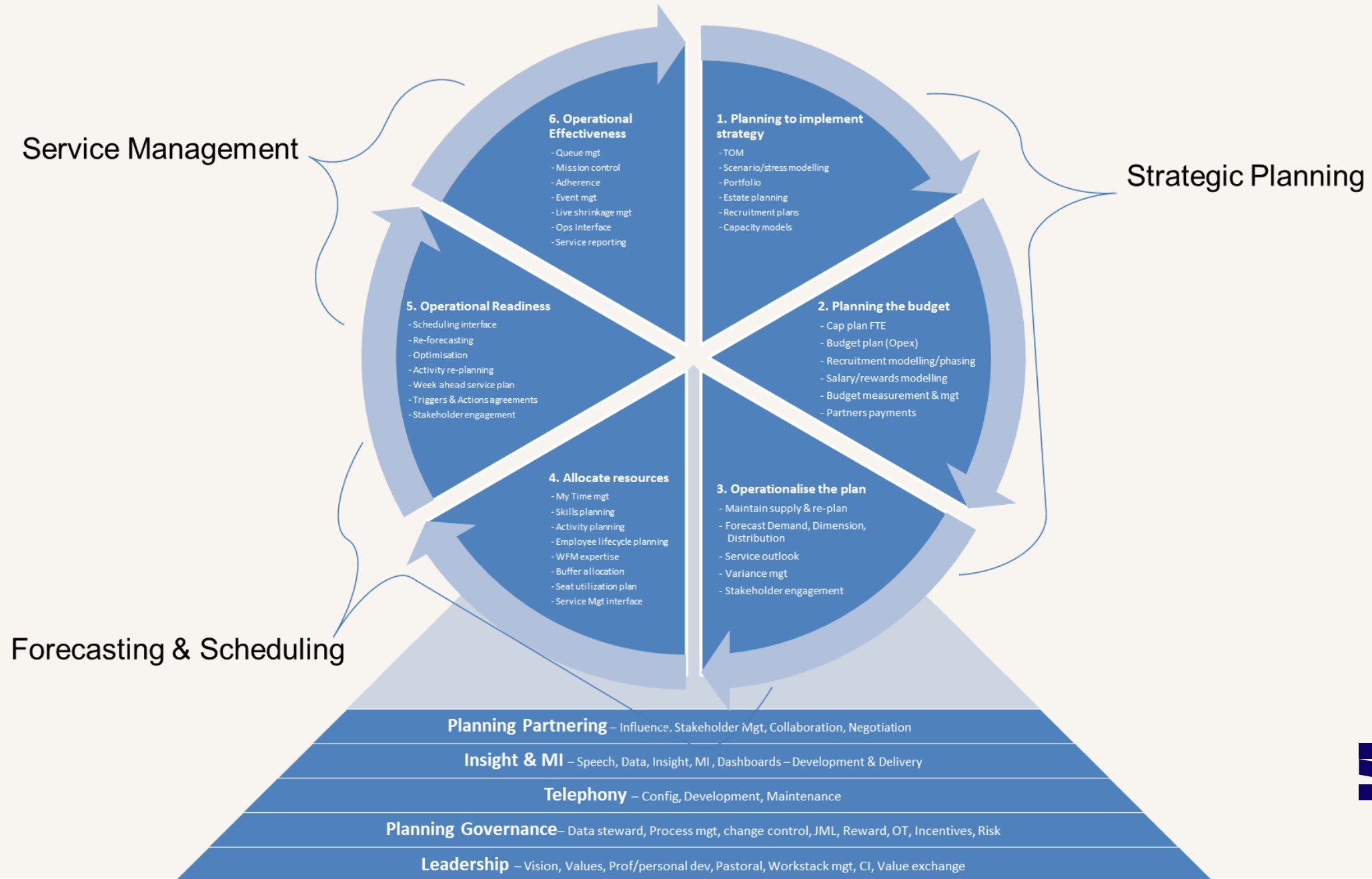
- Reporting & Data Visualisation
- Operational Engagement
- Process Automation
- Capacity Planning
- Skilling & Routing Strategies
- Planning Team Transformation
- Operational and Planning Governance
- Customer Experience
- Employee Engagement
- Multi-Vendor Experts



WFM
is more than just software....

PLANNING PRINCIPLES

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PLANNING PRINCIPLES cont'd

18

1.Planning to implement strategy (target operating model)

Plan resource options and priorities to enable effective delivery of strategic change. Collaborate with stakeholders, including HR, Finance, Exec, Retail, Risk & Ops, to design and evaluate options and models. Use long-term forecasting and analysis to anticipate future trends, opportunities and risks

2.Planning the budget (cross functional alignment)

Influence and support budget creation and reforecasts, by modelling capacity and planning operational budgets and engaging the right stakeholders across the business. Ensure the correct inputs and assumptions are included, reviewed and understood – and the necessary actions are identified

3.Operationalise the plan (supply & demand)

Update strategic operational plans. Forecast resource and workload demand vs capacity to drive decisions on resource deployment and priorities. Engage stakeholders to understand what this means for people, customers and business performance. Use analysis and models to identify impact, risks and opportunities

4.Allocating resource (scheduling time and work)

Create & update resource plans to meet forecast demand within agreed service, performance and risk parameters. This will include maximising WFM tools capabilities to support creation of effective shift patterns, scheduling tasks or activities to individuals or teams and managing time off and other shrinkage factors impacting demand or capacity

5.Operational readiness (tactical contingency)

Final preparation prior to the week(s) and day(s) ahead. Review changes to forecasts and plans and prepare alternatives that re-optimize performance in response to likely scenarios. Engage stakeholders, update systems and communicate all this in advance of the day of operation

6.Operational effectiveness (on the day)

Manage activities and behaviours on the day. Apply playbooks and plans in response to evolving situations. Understand the impact/context of changes to plan. Manage incidents & escalations and trigger communications as appropriate. Update systems and plans. Capture learnings and feedback into planning cycle. 3 R's - **Review** what is happening on the day and whether the day is tracking to plan, **React** to any variances to plan and **Report** intraday performance and drivers.

WFM COMPARISON TABLE

Currently Amazon WFM is on a journey against more established vendors within the market. To enable planning best practice principles and initiatives there are several areas of enhancement required when compared to the wider market.



WFM	Capacity Planning	Forecasting	Scheduling	Scenario Planning	Agent Self-Service	Reporting
Amazon WFM	●	●	●	●	●	●
Genesys WEM	●	●	●	●	●	●
Verint WFM	●	●	●	●	●	●
NICE WFM	●	●	●	●	●	●

SO HOW DO WE DO IT?

...IT ENABLES A COLLECTION OF FUNDAMENTAL PROCESSES

21



Capacity Planning

12–24-month view

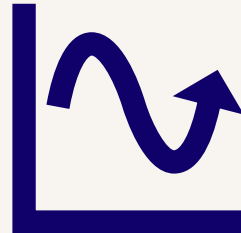
Recruitment

Attrition

Seasonality

Cost Analysis

Planning Cadence



Demand Forecasting

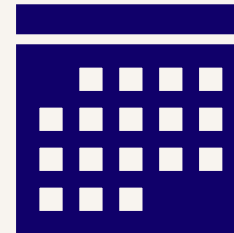
Multi channel

Historical Data/Trends

Interactions & AHT

- Weekly demand
- Daily demand
- Intraday shape

Forecast Accuracy



Scheduling

Shift Patterns

Work Rules

Time-Off Management

Shrinkage Planning

Activity Optimisation

Supply Shaping



Reporting & Analysis

Employee Adherence

Shrinkage Reporting

Productivity

Conformance

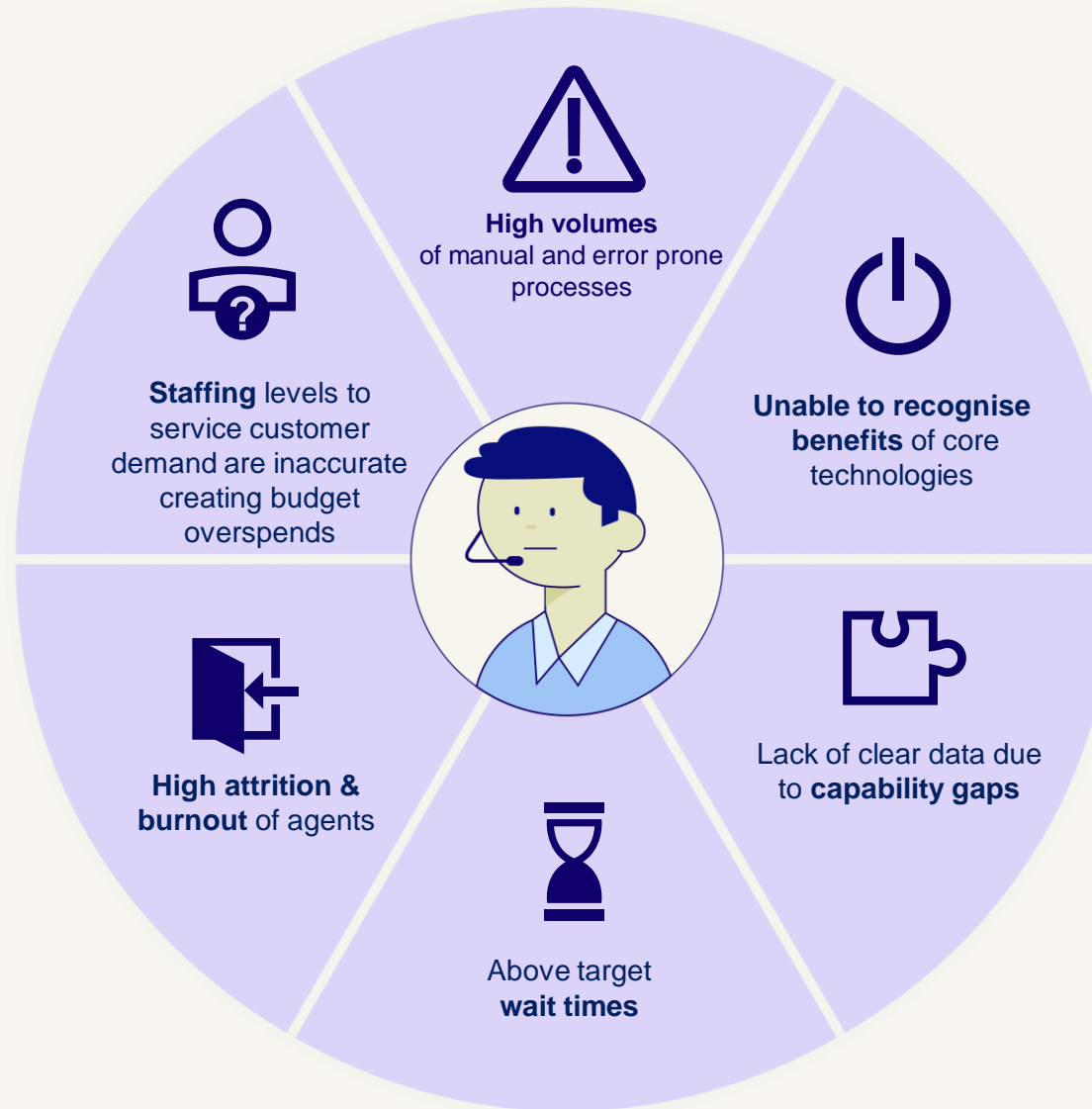
SLA Analysis

CC Performance

WFM FACILITATES IDENTIFICATION, TRACKING & MEASUREMENT OF OPERATIONAL EFFICIENCIES WITHIN THE CONTACT CENTRE
SABIO CONSULTANTS FOCUS ON THESE PROCESSES WITH THE PLANNING TEAM TO UNLOCK TANGIBLE OPERATIONAL BENEFITS

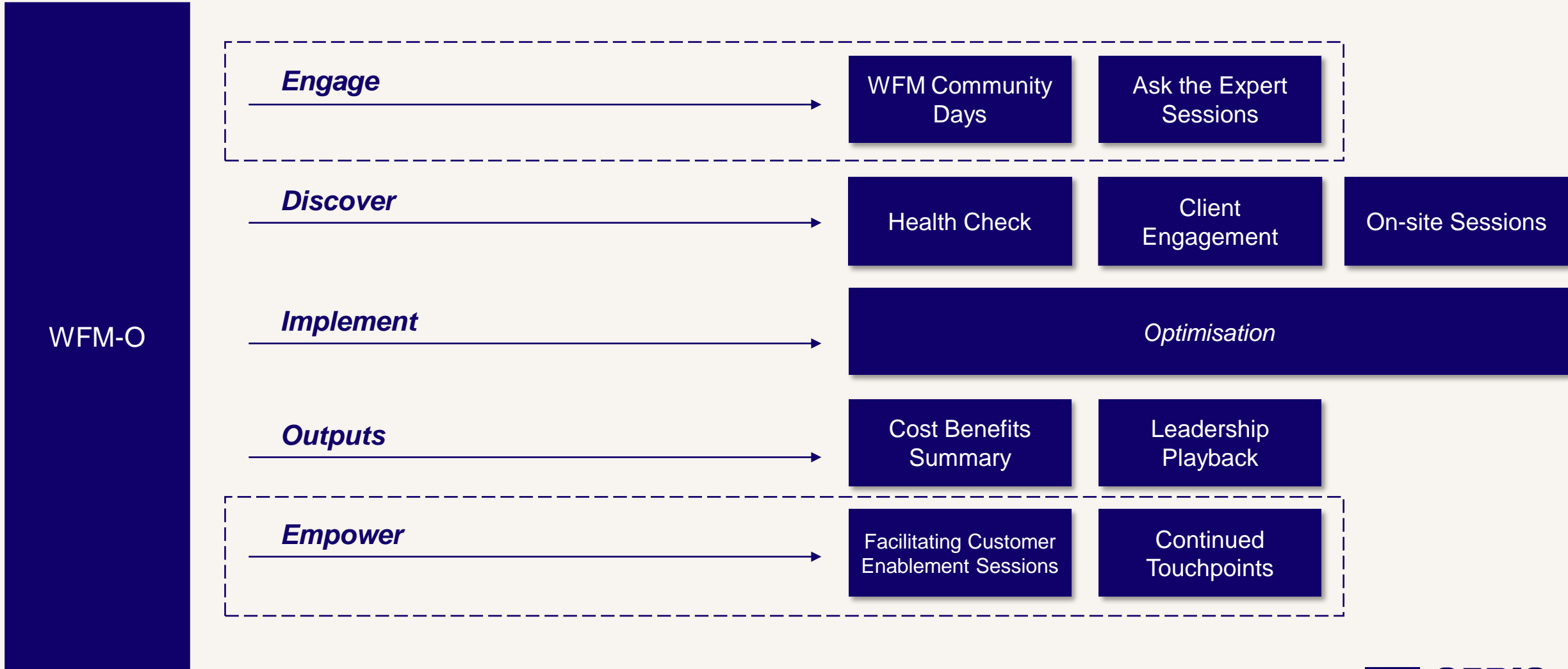
WHAT ARE THE CONSEQUENCES OF GETTING THESE PROCESSES WRONG...

22



WFM-O APPROACH

23

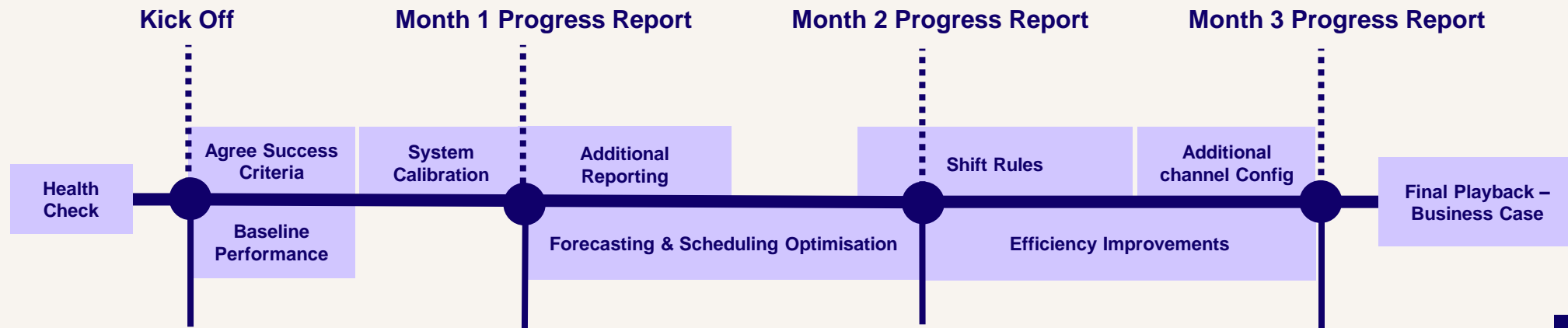


OPTIMISATION FLOW

24

Objective: Optimise **Forecasting & Scheduling** processes, configuration and capability to **improve the efficiency** of **6x EU Contact Centres (c600 FTE)** for a global leader in logistics post a successful PoC

- 3-month operational engagements with each of the 6 centres, **designed to implement the previous success of the UK delivery.**
- **WFM Health check, baseline of current performance**, and an **agreement on success criteria** early in engagement
- 3 review sessions (with documented progress reporting) at the end of each month
- Weekly calls to **provide momentum and check progress** on actions and activities from **both Sabio and the client**
- **Business case creation and playback** to EU product owner and each countries Operational stakeholders



WFM OPTIMISATION EXAMPLES

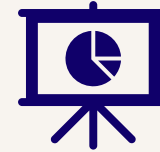
25



Long Term Budget Plan creation and enhancement.



WFM System Tuning and Calibration



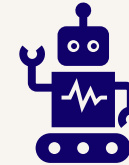
Data Visualisation & Insight



Educating Planning Teams and elevating capabilities



Target Operating / Governance Model creation



Data Automation



Process automation of regular planning tasks.

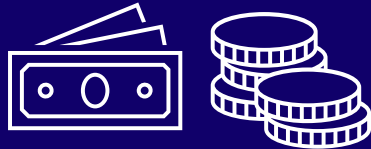


Improving the agent experience



Engagement Framework with key stakeholders

ROI



26

Customer	Activity	Client Opportunity Identified	WFMO Cost
Global Leader in Logistics	Full WFM Optimisation	c.+€2m to date	€200k
Worldwide IT BPO	Full WFM Optimisation	c.£1m	£50k
Large UK Insurer	Accelerated WFM Implementation & Optimisation	c.£525k	£50k
UK Based BPO	Full WFM Optimisation	C.£225k to date	£45k
Transport Industry	Bespoke Consultancy and Training	Significant breakdown recovery time improvement across EU	£14k



EVENTS

Sabio WFM Community Days



Click here for our [dedicated user group page](#) or access via the barcode on this slide for more information and register interest on the propositions below:

- *Amazon Connect Health Check*
- *Workforce Management Health Check*
- *3-month POC for Amazon Connect WFM*

<https://go.sabiogroup.com/get-in-touch-aws-connect-experts-tacug.html>



SCAN ME