DMG
CONSULTING LLC

The Intelligence of Workforce Engagement Management Platforms

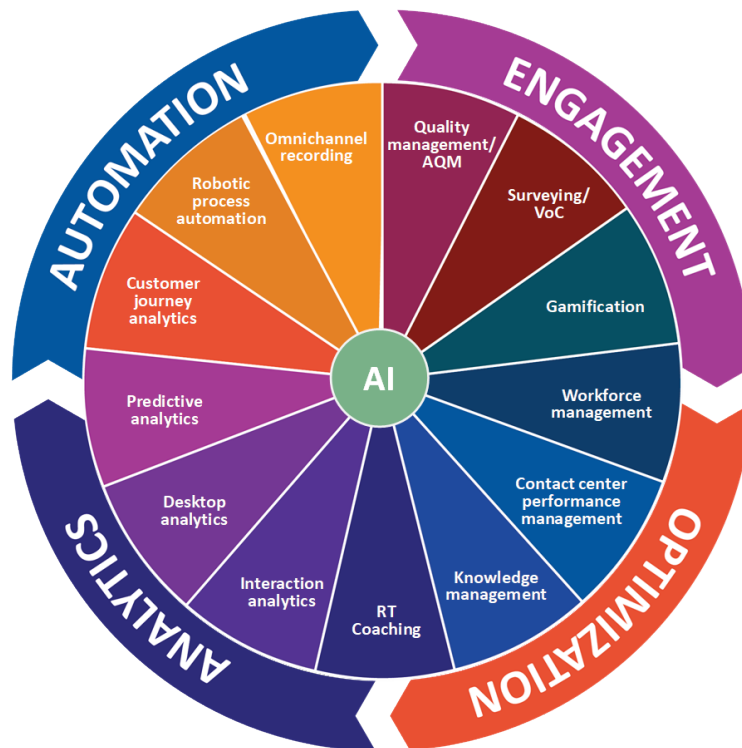## July 2023

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I. Executive Summary

Workforce Engagement Management (WEM) is an essential platform of orchestrated and integrated solutions designed to strengthen contact center (and other enterprise departments') performance and to engage employees. These suites provide managers with tools to capture, analyze, evaluate, and improve both the customer and employee experience. They also include the intelligence to identify tasks that can be better handled via automation – and automate the process. This white paper shares common WEM workflows to enable enterprises to enhance the customer experience (EX), employee experience (EX), and productivity.

II. What is Workforce Engagement Management?

Workforce Engagement Management is a unified suite or platform of solutions that provide internal and externally oriented analytics and automation; employee engagement and productivity tools; and deep insights into customer needs, wants, and their perception of the service experience. WEM suites deliver benefits that improve the CX, empower employees, reduce costs, and help managers build a positive, supportive, and highly interactive work environment where employees want to contribute to the brand's goals and mission.

WEM Platform

Source: DMG Consulting LLC, July 2023

Workforce engagement management suites include the following fundamental characteristics:

- An orchestrated platform of interoperable applications where each one is valuable on its own but is more powerful and beneficial when used in conjunction with other suite components

- Provides open application programming interfaces (APIs) and software development kits (SDKs) enabling users to easily integrate with third-party and proprietary systems

- Consists of at least six of the following 13 applications, starting with omnichannel recording and quality management (QM)/analytics-enabled QM (AQM), and at least four of the following: surveying/voice of the customer, gamification, workforce management (WFM), contact center performance management (CCPM), knowledge management (KM), real-time coaching, interaction analytics (IA), desktop analytics (DA), predictive analytics, customer journey analytics (CJA), and robotic process automation (RPA)

- Designed to handle voice and digital interactions

- Utilizes artificial intelligence (AI) technologies which share targeted, tagged, and curated data throughout the suite

- Offers a single administrative interface for managing its suite of unified applications

- Provides easy use and access for all internal constituents, managers, supervisors, administrators, agents, and other employees

These suites, which originated in contact centers, can deliver many of the same quantifiable benefits to other enterprise departments and operations. However, the WEM capabilities must be purpose-built for front and back-office departments which have different requirements.

III.   Common WEM Use Cases and Workflows

WEM suites provide internal (employee/team/department) and external (customer) analytics and insights that enable contact centers to enhance the customer and employee experience, improve performance, and reduce operating costs. Below are three common WEM platform use cases:

1.   Voice of the Customer (VoC): Improving the CX

Objective: Capturing the omnichannel VoC to understand and address customer needs

Keys to Success: VoC insights are most valuable when they are captured and analyzed (across all voice and digital channels) passively via IA and directly using surveying/VoC solutions. Their value of the findings increases when they are aligned with internal QM/AQM results. Customer insights can also be leveraged to improve the performance of agents, the contact center, and other departments within an enterprise that are involved in handling and resolving inquiries.

The Flow: The customer initiates an inquiry which is routed to an appropriate agent for handling. The following WEM applications are involved in managing and analyzing the inquiry: recording – surveying – IA – AQM/QM – coaching – WFM – eLearning – gamification – CJA – CCPM.
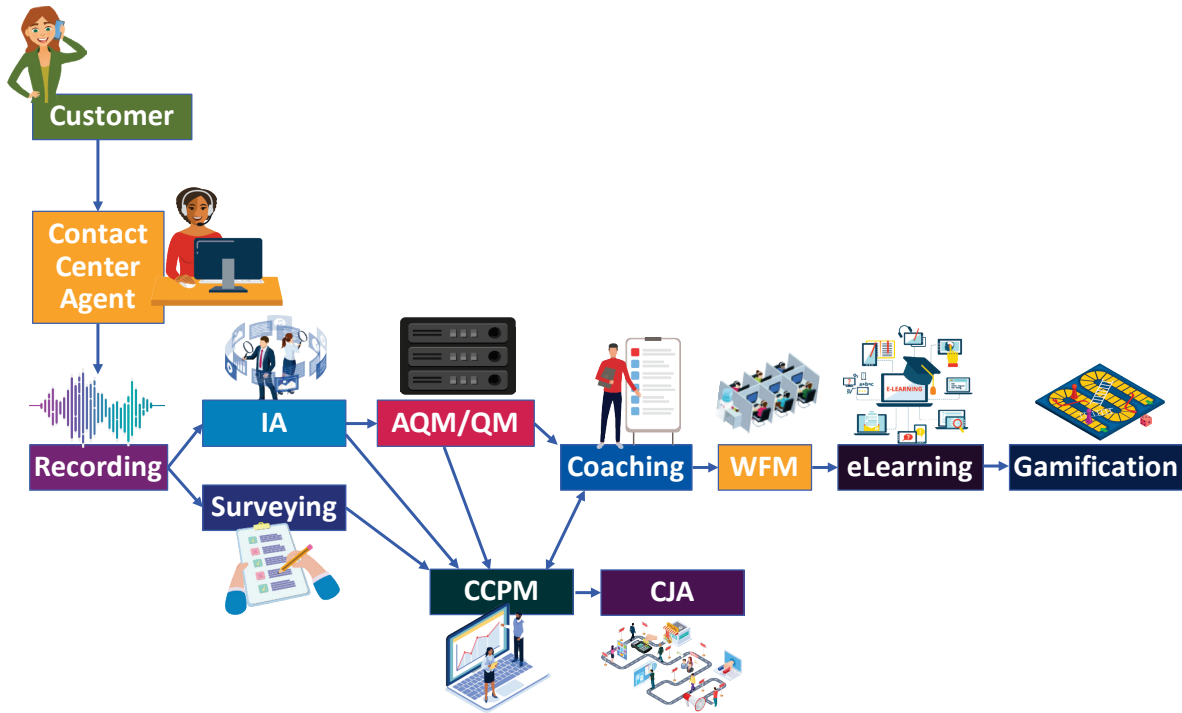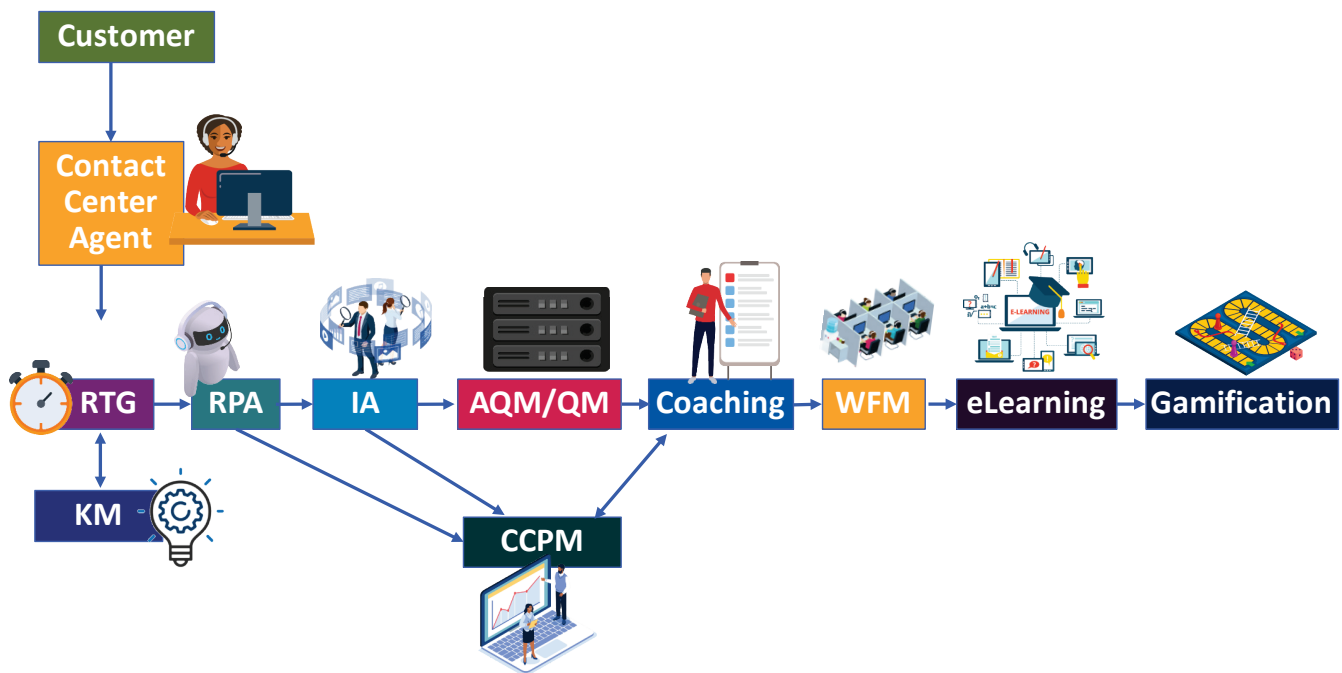

Source: DMG Consulting LLC, July 2023

2.   Employee Engagement: Enhancing the EX

Objective: Creating a positive, flexible, and rewarding work environment that enables enterprises to hire and retain great employees

Keys to Success: Improve the employee experience by enabling and empowering agents with the tools and resources they need to deliver an outstanding CX, as well as manage their own work/life balance. There is a positive correlation between engaged employees and satisfied customers, thus improving the experience for employees and the organization. WEM solutions provide the insights and feedback to continuously enhance the operation and the CX, as well as the EX (great EX = outstanding CX).

The Flow: The customer initiates an inquiry which is routed to an appropriate agent for handling. The workflow is: real-time guidance (RTG) – KM – RPA – IA – CCPM – AQM/QM – WFM – eLearning – gamification. The flow may be linear but is more likely to involve multidirectional interactions between the WEM suite applications.
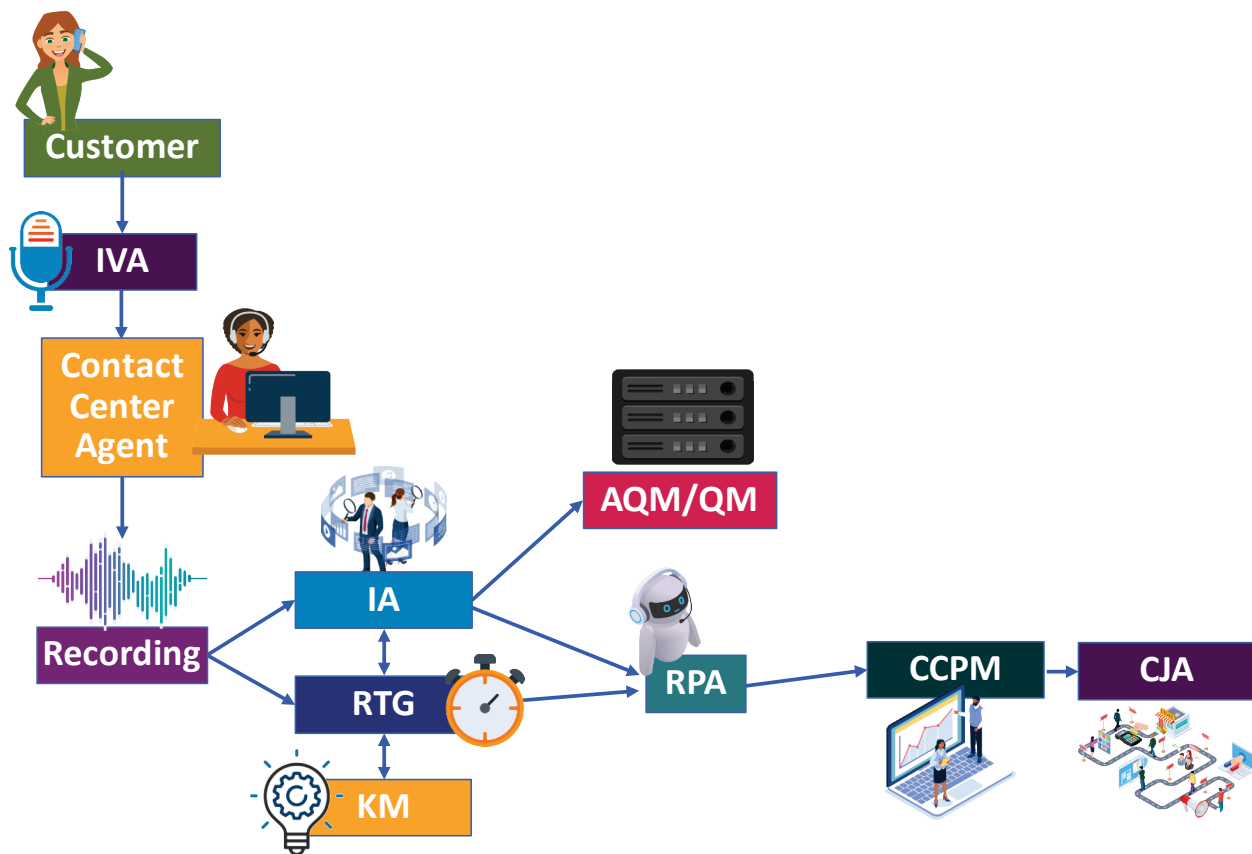

Source: DMG Consulting LLC, July 2023

3. Reduce Operating Costs: Improving Enterprise Effectiveness

Objective: Cost-effectively provide a superior CX throughout the customer journey

Keys to success: WEM suites leverage intelligent guidance, personalized recommendations, and automation to enable agents (and other employees) to decrease costs while increasing customer satisfaction. WEM platforms provide an integrated set of AI-enabled applications that identify an ongoing flow of opportunities to improve the customer journey by enhancing and automating the handling and resolution of customer inquiries.

The Flow: The customer initiates an inquiry which is received by an intelligent virtual agent (IVA). If IVA does not fully handle the inquiry, it is routed to an appropriate agent for handling. The workflow is: recording – IA – AQM/QM – RTG – KM; IA and RTG feed into RPA, which shares data with CCPM and CJA.

Source: DMG Consulting LLC, July 2023

IV. WEM is Necessary for Digital Transformation

Implementing a WEM strategy and platform is an essential phase in an enterprise's digital transformation. WEM suites identify bottlenecks or other opportunities to improve the handling of customer inquiries and interactions. They provide the key performance indicators (KPIs) that track and measure how well both the contact center and each agent are doing in meeting their goals and objectives, as well as those of the enterprise.

V. Final Thoughts

WEM platforms are necessary for contact centers that want to measure real-time performance, continuously improve effectiveness, and have a positive impact on both the CX and EX. These flexible suites of orchestrated solutions give contact centers the tools to collect, track, and analyze customer interactions and deliver actionable insights to agents. WEM solutions engage and empower employees to take the appropriate actions to deliver an outstanding CX and enhance their brand.

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DMG Consulting LLC advises enterprises, vendors, and the financial community on all aspects of building, acquiring, operating, optimizing, and investing in contact centers, to enhance their enabling technologies and the customer experience (CX). A leader in vendor-agnostic research and consulting, DMG is the only firm whose expertise spans operations and technology. DMG is the primary source for market activity and revenue data and analysis for contact center IT segments. It publishes annual in-depth reports on contact center and back-office industry sectors, including contact center as a service (CCaaS), digital customer service, intelligent virtual agents (IVAs), interaction analytics, knowledge management (KM), workforce management (WFM), workforce engagement management (WEM), and more. These reports provide the accurate market share, trend identification, growth predictions, functional capabilities, and pricing information DMG's global clients rely on to make critical business decisions. Learn more at dmgconsult.com.

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