Branch Messenger helps businesses achieves massive savings in labor costs and increased workforce productivity. It is an employee self-service platform that empowers agents to manage their work lives in real-time and enterprises to instantly address staffing and operational needs at scale. The mobile workforce management app enables managers to scale up quickly in real time by broadcasting ad hoc open shifts, ensure better VTO (voluntary time off) coverage, reduce absence and the need for overtime tasks. Founder and CEO Atif Siddiqi discussed its applications in the contact center environment.

Why is it critical for contact center operations to efficiently match agent demand with real time supply?

Matching real-time demand ensures that service levels are always optimized. For example, if call volume increases unexpectedly, there's an immediate need to have agents ready to answer calls to help meet your service levels. Conversely, if call volume drops and agents are idle, you can now scale down to reduce excess payroll costs with voluntary time-off requests.

How does a mobile app make it easier for supervisors to communicate with front line personnel, both individually and at scale?

A call center environment is dynamic. Sometimes, critical updates need to reach front line employees in real-time and it's essential that agents receive the message. This could include unexpected changes to the schedule, opportunities for additional shifts or voluntary time off, and operational updates that might affect any employee's work-life. Mobile communication fosters a direct line to keep employees engaged with their workplace, leading to better employee satisfaction and retention.

Beyond managers having the capability to make schedules readily available, what benefits does your solution offer to agents?

Our application was built from the ground up with the agent in mind. This means that the application was built as an intuitive application that agents could get started with immediately. The application feels familiar -- like a social application that an agent would use in their personal lives.

We also made sure we thoughtfully designed use cases to address the top two reasons why agents are dissatisfied with work in call centers which are:

1) They want opportunities for more hours.

2) They want greater schedule flexibility and predictability.

Balancing the needs of the agent with the needs of the business, we've made it extremely simple for an agent to claim additional shifts if they need more hours, coordinate their own coverage if they can't make it to work, or take time off if offered by their company.

What differentiates your solution from legacy workforce management/scheduling software?

Our shift flexibility engine, ease of use, extensibility into existing legacy systems, and speed to deploy have differentiated Branch from legacy workforce management software. We believe this differentiation is why Branch has the highest rates of employee adoption, and enterprises are seeing massive savings in labor cost and lower employee turnover.