



AI - NATIVE WFM FOR THE

Hybrid Workforce

From Forecasting People to Orchestrating Intelligence

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Most of us have been

***100% right and
100% ignored.***

At the same time.

This is not a data problem.

The Contact Center has changed

So what happens to WFM *when the workforce isn't entirely human?*

Four Challenges Facing Contact Centers today

01

Forecasting

Is becoming more complex

02

Scheduling

Is no longer static

03

The Workforce

Can change during the day

04

AI Agents

Don't behave like human agents

Forecasting is becoming more complex

Traditional forecasting relies heavily on historical patterns. But today's environment can change quickly because of:

- AI containment
- Automation adoption
- New customer behaviors
- AI agent performance
- Unexpected events

Scheduling is no longer static

Traditional WFM creates schedules around:

- Forecasted volume
- Required staffing
- Agent availability
- Skills
- Shrinkage
- Service level objectives

But hybrid contact centers introduce another variable:

AI Capacity

The workforce can change during the day

Traditional WFM operates heavily around **intraday management**

But the hybrid contact center introduces **intraday AI/human orchestration**

AI agents don't behave like human agents

An AI agent can potentially

But AI also has constraints

- Work 24/7
- Handle multiple interactions
- Scale capacity rapidly
- Handle certain contacts at extremely high volume
- Change capacity without breaks, PTO or schedule adherence

The new WFM model
should *operate* around five
capabilities

AI-Native WFM is designed around the reality that the workforce consists of both humans and intelligent digital capacity orchestrating across five capabilities.



Let's see it
in action

Demo

Let's stay *connected.*



Heather Webster- Turbeville

