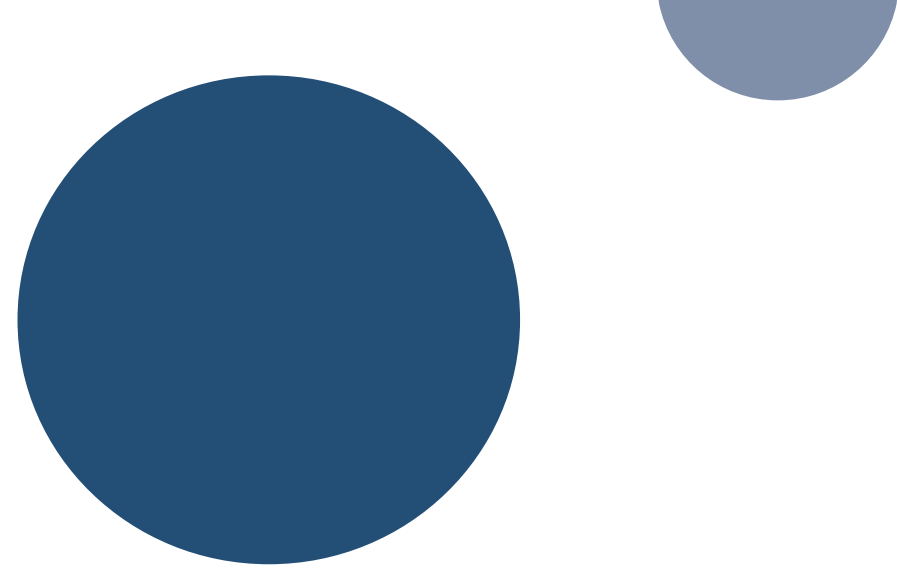




Show and Solve - Strategic Planning Scenarios You Can Use Tomorrow

Ric and Chris Kosiba
Real Numbers

About us

Ric:

- Great wife, four kids. Lives near Indianapolis
- Coached middle school football for years
- An operations researcher...
- In 2000, started a contact center planning company, Bay Bridge Decision Technologies
- Co-founder of a new strategic planning company, Real Numbers
- Boilermaker

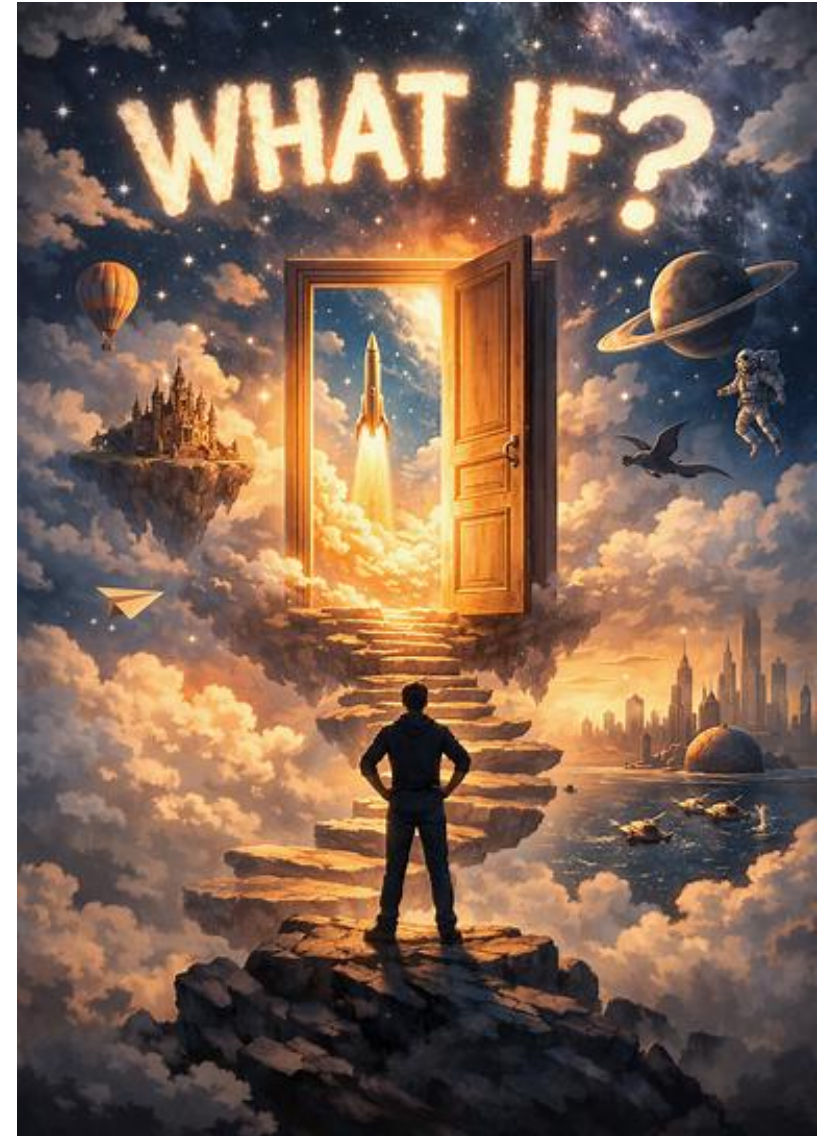
Chris:

- Lives in St. Louis
- Coached middle school football for years
- An operations researcher...
- Co-founder of a new strategic planning company, Real Numbers
- Boilermaker LAX Bro (as are other of Real Numbers' co-founders)



Today's discussion on what-ifs!

- A little something about our system, ***Strategies***
- What would happen if we changed our service goal?
- What would happen if we just changed our service goal for the peak weeks?
- How do we fix our service when we are understaffed?
- Asking Mackey: What are ways we can bring the cost of our operation down?



Real Numbers' *Strategies* is a
what-if analysis, staff planning, and
budget planning system for contact centers

Strategic Planning

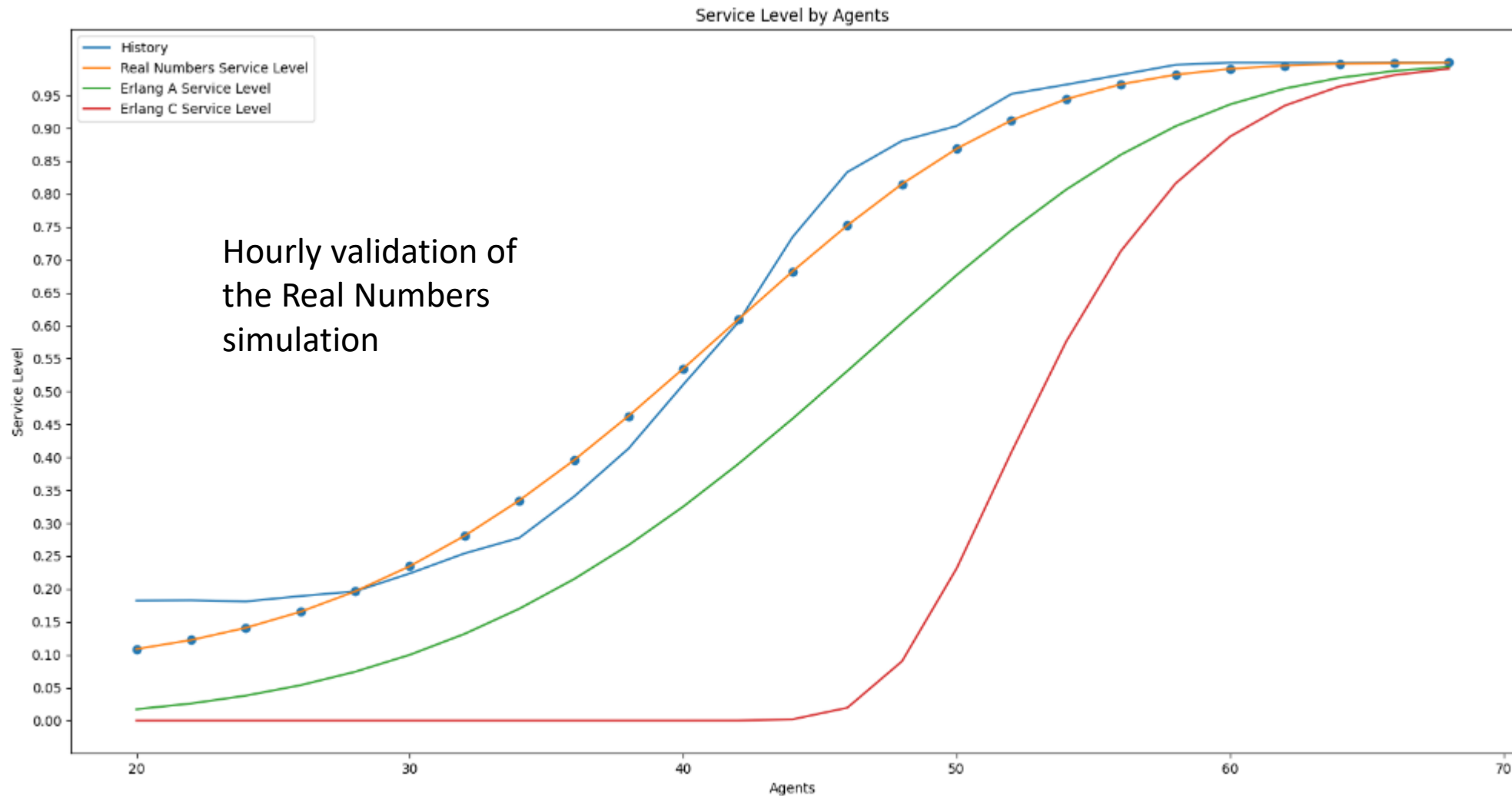


Accurate and custom model of your contact center

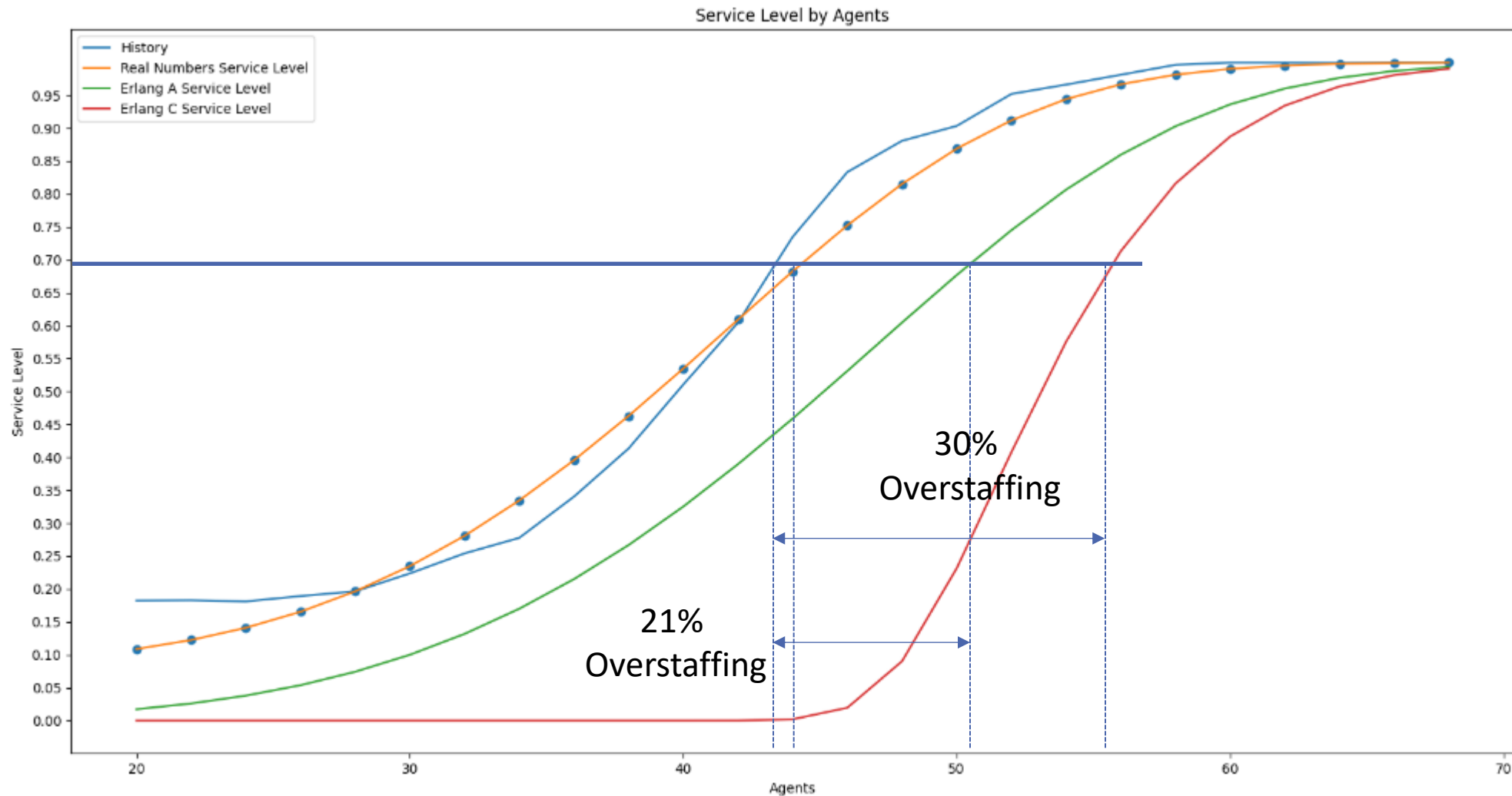
- Predicts *abandons*, service level, ASA, staff required, concurrency, occupancy, by week
- Calibrated using your history to be much more accurate than “standard” methods
 - Will display expected accuracy of predictions, based on history
- Unique models for different channels

Given staff, what is service? Given service, what is staff?

Using a custom simulation is much more accurate than old Erlang



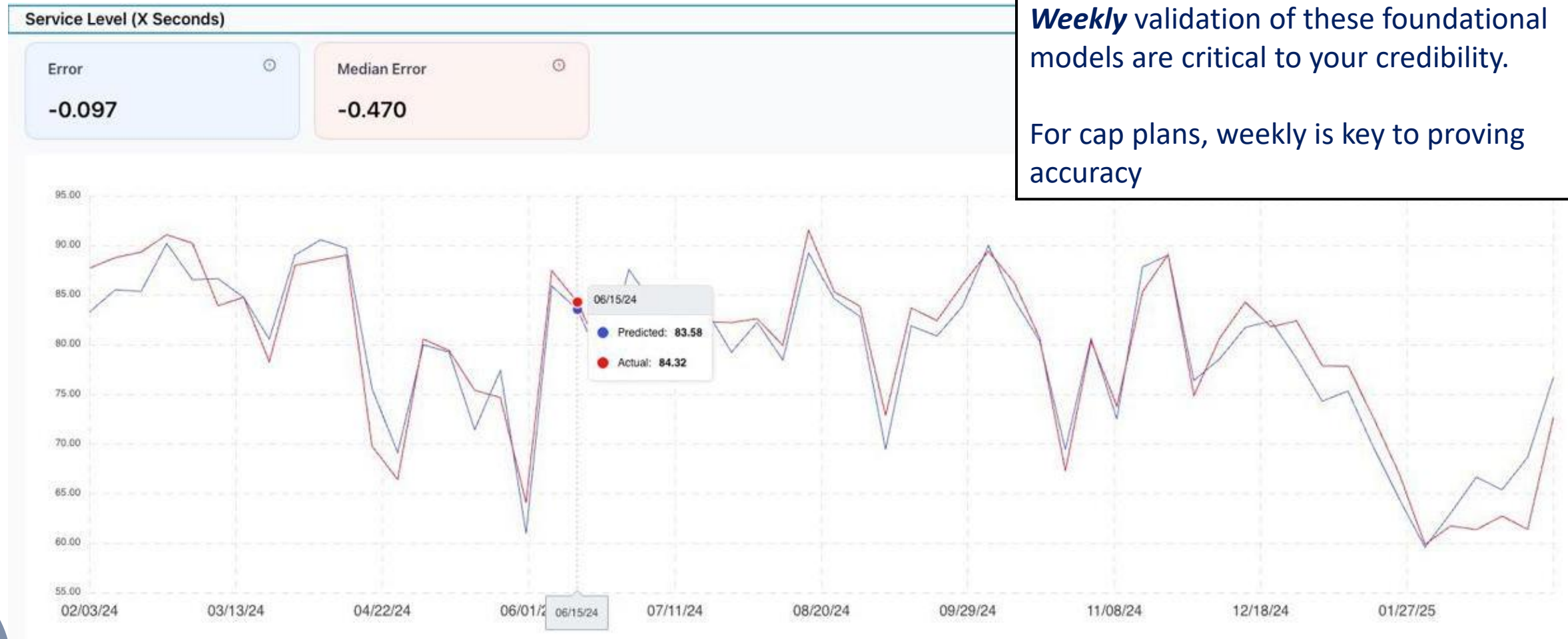
Inaccuracy has a significant (hidden) cost



Validating Service Level (Weekly)

Weekly validation of these foundational models are critical to your credibility.

For cap plans, weekly is key to proving accuracy



Validating Abandons

Abandons are most important to accurate plans.

- They help model sales performance/lost revenue
- Cost versus service trade-offs
- If abandons are off, SL, ASA, and Occupancy will be off (er)

Without validation, what-ifs are a guess

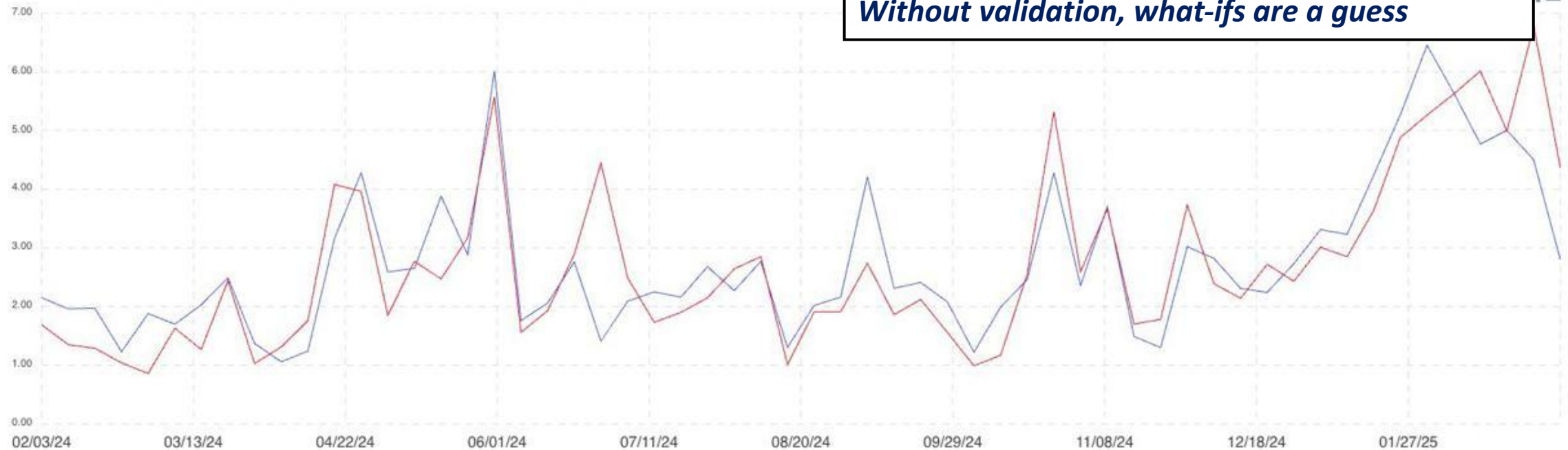
Abandons

Error

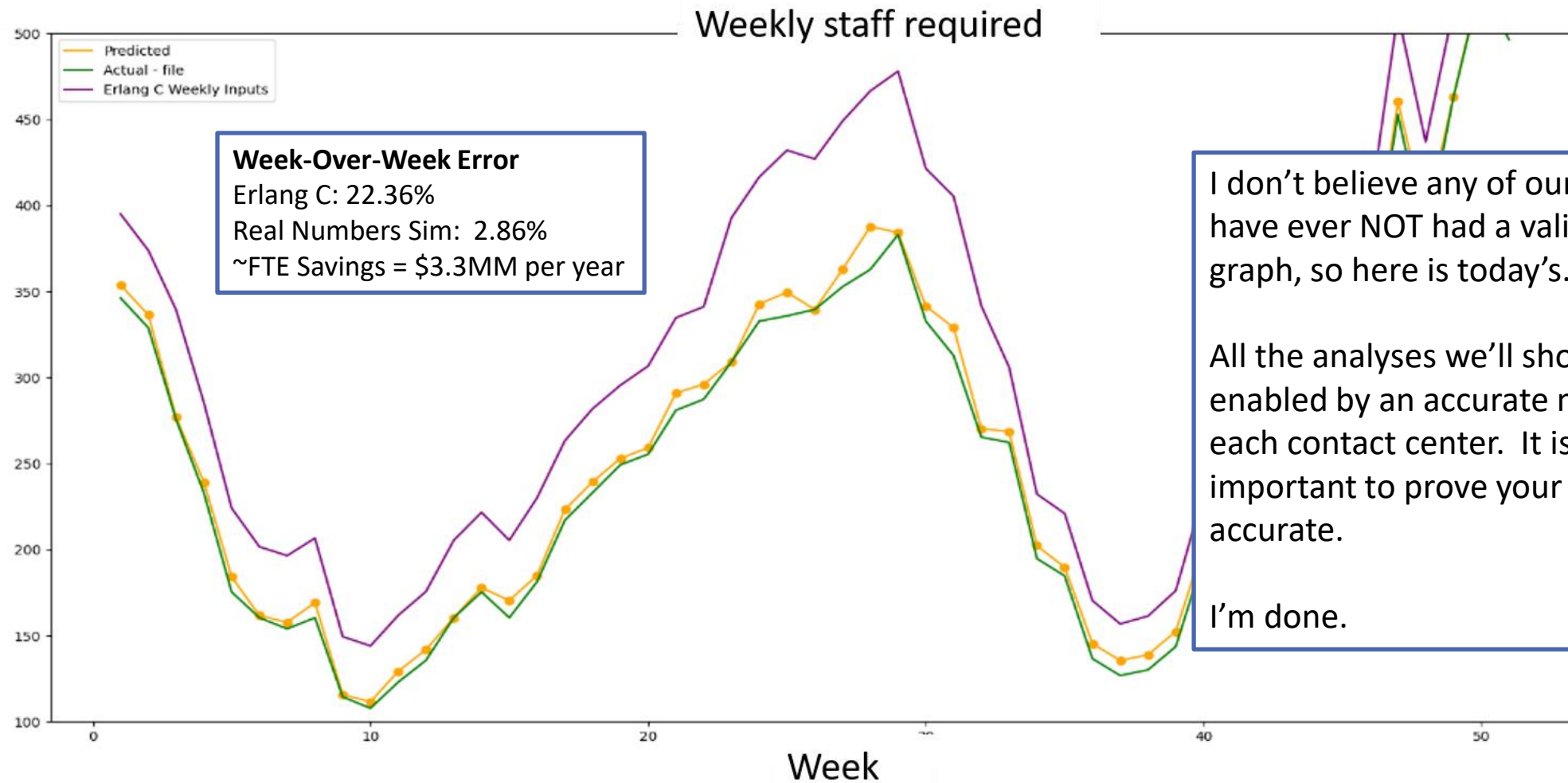
0.044

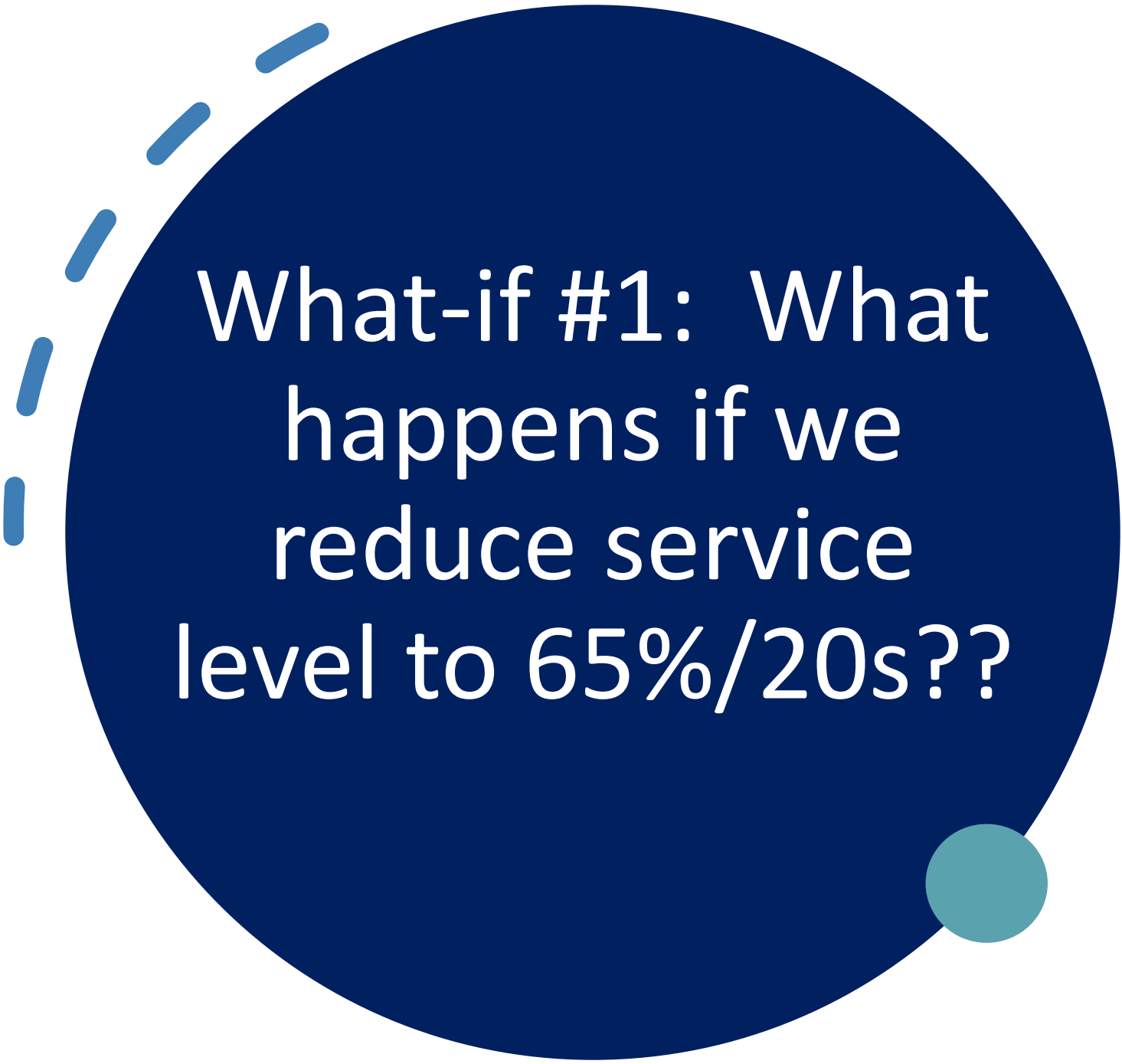
Median Error

0.195



We missed a step: validating your capacity planning model





What-if #1: What happens if we reduce service level to 65%/20s??

Steps



Create a baseline budget with regular goal (in this case, 80/20)



Change the goal to 65/20 and re-simulate



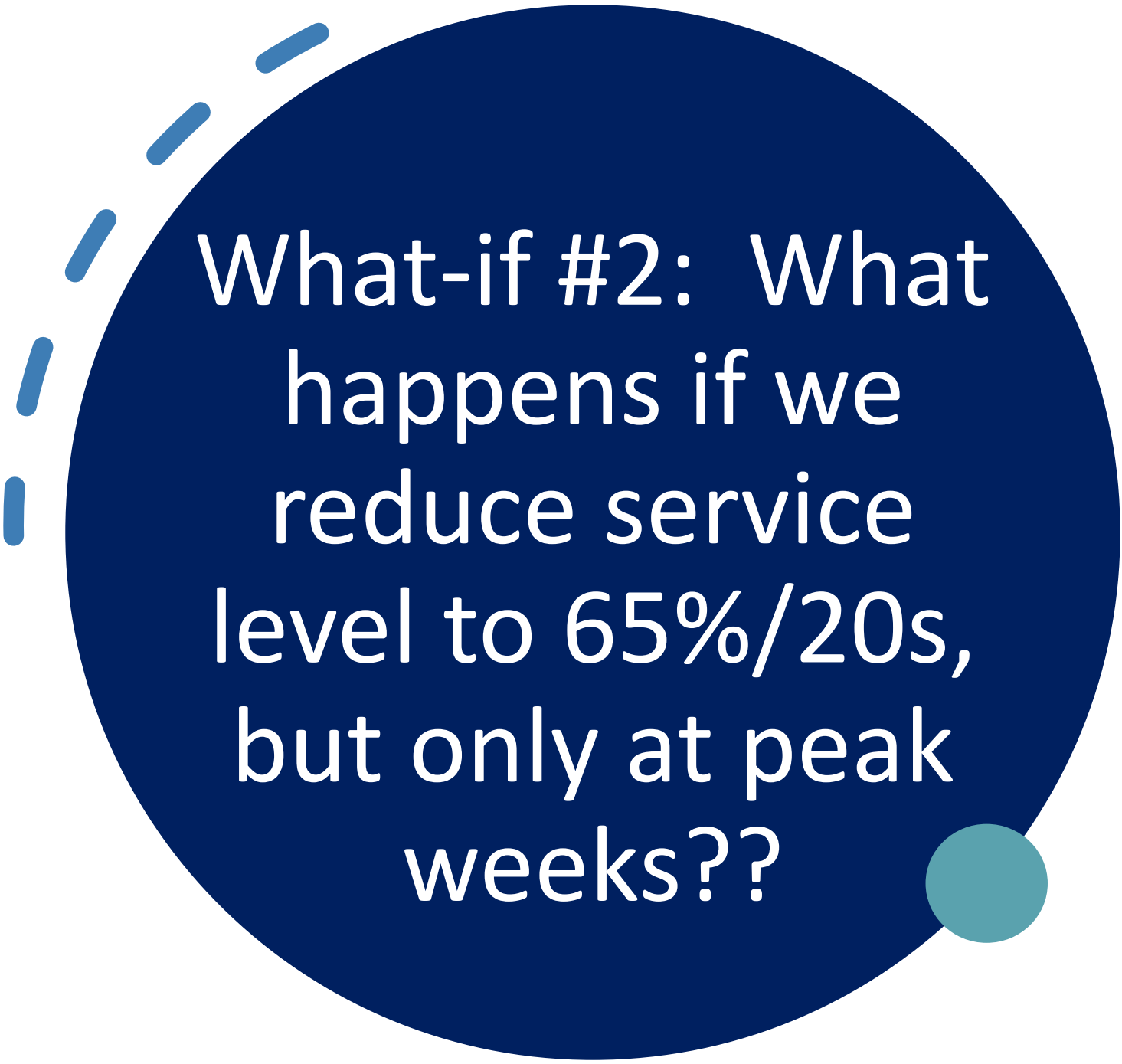
Develop a new staff plan (easy with a staffing optimizer)

Develop new hiring plans, overtime and undertime plans

Understand learning curves and staffing constraints



Compare staff plans and budgets



What-if #2: What happens if we reduce service level to 65%/20s, but only at peak weeks??

Steps



Create a baseline budget with regular goal (in this case, 80/20)



Change the goal to 65/20-- at peaks-- and re-simulate



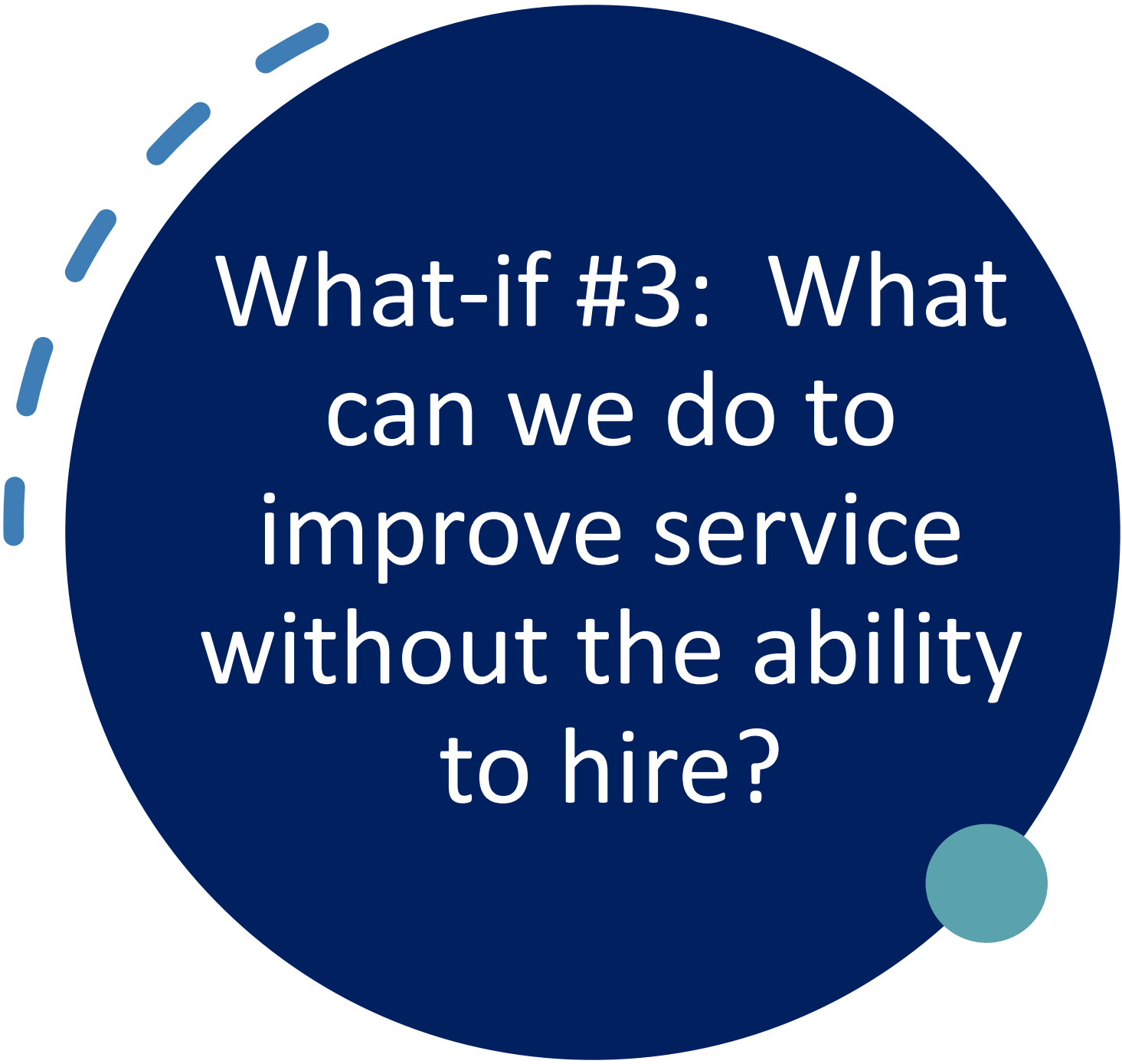
Develop a new staff plan (easy with a staffing optimizer)

Develop new hiring plans, overtime and undertime plans

Understand learning curves and staffing constraints



Compare staff plans and budgets



What-if #3: What
can we do to
improve service
without the ability
to hire?

Steps

1

Produce
sensitivity
graphs of
performance
drivers

2

Determine
which drivers
are most
impactful to
improve

3

Develop
improvement
projects to get
them improved!



What-if #4: How
do we save 10% of
our people costs?



Steps

1

Ask Mackey!

We'd love to talk more!

- Contact info:
Ric@RealNumbers.com
(410) 562-1217
Chris@RealNumbers.com
(443) 875-3548
- We'd truly would like to learn about your center and problems— we are happy to be a sounding board!
- Also, if you want to improve your cap planning process, call us!

