



20<sup>th</sup> ANNIVERSARY

SWPP ANNUAL CONFERENCE

# The Summit for Workforce Management Excellence

Standards and Strategies for Call Center Staffing

APRIL 4-APRIL 6, 2022

Omni Nashville Hotel • Nashville, Tennessee



## Sunday, April 3

2:00-5:00 p.m. - Registration

2:30-3:30 p.m. - Complimentary Pre-conference Session

**Roadmap to the SWPP Annual Conference.** New to the SWPP conference? Come to this fun and interactive session to hear how to make the most of your time at this event. Review the agenda and learn how these key topics will give you specific takeaways for your organization and help you with business decisions down the road.

3:30-4:30 p.m. - Complimentary Pre-conference Session

**Speed Networking.** Everyone has heard of Speed Dating. Attend this session for a variation that will help you start off the conference with a bunch of new friends! In our Speed Networking session, you will spend just a few minutes getting to know some of your fellow attendees, and exchange business cards so that you can talk more over the next few days and keep in touch after the conference is over.

*"The sessions at this event are invaluable and the networking is awesome! MY TRIBE!"*

## Monday, April 4

8:00-9:00 a.m. - Registration & Continental Breakfast

9:00-10:15 a.m. - Welcome & Keynote Address

10:45 a.m.-12:00 p.m. - Workshops

**Preparing to Forecast: Decisions and Data for the Planning Process.**

There are many steps in data review and analysis before the forecasting process begins. In this seminar, you will learn about the up-front essentials of forecasting workload. Hear about the sources of input data and how to decide which best represents future needs. Learn about agent work state activity and techniques to ensure you have predictive AHT data. Practice identifying and adjusting for data aberrations and other considerations for data cleanup before it enters the forecasting process.

**Where Are We Going? Looking Into the Future of the Industry.** Will bots be doing WFM in the future? Will we have UBER agents working from tablets and mobile devices while they catch Pokémon in between calls? Technology is changing seemingly at the speed of light and what do you need to be prepared for and thinking about to stay one step ahead, not just in WFM, but in partnering with an ever-changing workforce. A panel of long time industry veterans shares not only what they see in our future, but how they maintained "fresh space" to keep an eye on the prize while navigating the sea of change.

**Workforce in the Agile Age.** Navigating the new normal of a remote workforce has brought many challenges, but the right WFM software can provide critical features that allow your organization to continue operating successfully. In our panel, we will discuss the migration and implementation process, and procedure factors such as performance metrics, attrition rates, schedule flexibility, reserve seating and more. The session will conclude with various recommendations from panel members and the opportunity for Q&A.

**Meet the Board SWPP Meet.** Join the SWPP Board of Advisors for a SWPP Meet, as they present issues and solutions in today's call center. You won't want to miss this opportunity to network with your workforce management peers and discuss your toughest workforce management problems. It's also a great time to meet the Board members and find out more about this group of industry leaders that directs SWPP's activities and programs.

**Why Workforce Planning Agility Hinges on a Single Source of Truth for Data.** Today's modern workforce engagement solutions must be unified experiences with complete, rich, and real-time data in order to remain agile. Without a Single Source of Truth for data, contact centers risk the ability to keep up with the rising expectations of customers, changing needs of customer service agents, and the ever-fluctuating business demands. Join us as we discuss the importance of having integrated systems, tools, data, and insights on one service platform with AI, automation, and analytics built-in.

**Creating a Real-Time Room.** Learn what type of individuals will best suit this role, what their purpose is and how they will benefit your organization. Upon completion of this session, attendees will possess a stronger understanding of the importance of creating an efficient Real-Time Room to reflect their business' needs. By sharing considerations to be mindful of, and case study results, attendees will be able to transfer this knowledge to building their own Real-Time Room. Those who already have a Real-Time Room will be able to take a deeper dive into their own capabilities, and enhance their current procedures.

**Generation WHAT? Understanding Generations and Their Impact on WFM in the Modern Contact Center.** Gen Z, Baby Boomers, Millennials, Gen X - some have names and letters? The years change, and what is a Xennial? Does any of this matter? What is a Yeet? Awkward moments can happen at multi-generational holiday dinners, big Zoom meetings, and even shift bids. Generations and context matter because the world evolves - change is rapid, but the human experience is constant. In this session we will talk about some of the things that impact how each of the main cohorts in the workforce today can influence what you do, and how they impact your role and even your work as a team. No single session can cover all of generational theory, but we can equip you with some strategies to have some meaningful moments, give some understanding to what the current definitions are, and maybe avoid some cringe.

*"Loved this conference and the overall value for attending. Each session brought fresh and interesting topics, which made it difficult to choose between all the sessions since there was such a great selection! The presenters all worked hard preparing and did an excellent job with the topic assigned."*

12:00-1:30 p.m. - Luncheon & WFM Professional of the Year Award

1:30-2:45 p.m. - Workshops

**Forecasting Basics: Predicting for Months, Weeks, Days, and Intervals.** In this seminar, you will learn the step-by-step process of applying Time Series Analysis to predict future workload. Learn how to identify trend rates and seasonality patterns for a monthly call forecast. After the monthly forecast is in place, the next step in the planning process is to break down the predictions to weekly, daily, and interval numbers. Hear the process and calculations to use to distribute a monthly workload all the way down into intervals for scheduling. Finally, take a look at some right and wrong ways to review forecast accuracy to fine-tune future predictions.

**A Panel Discussion on the Migration to Work-From-Home.** The past two years have brought many challenges, but the WFM effort of staff logistics has been a unique one. In our panel, we will discuss variances in migration processes and procedure factors such as performance metrics, attrition rates, schedule flexibility, and hiring and training processes. Pros and cons of at-home vs in-office logistics will be examined as well as various recommendations and conclusions from the panel members.

*"I loved having an opportunity to discuss WFM strategies with others that are playing in the same game that I am. I always come away with a notebook of ideas, things to consider, and new inspiration."*

#### **Overcoming the Barriers to Contact Center Flexible Self Scheduling.**

This interactive session will discuss the common barriers restricting agent flexibility and move to new paradigms to protect the business interest while maximizing agent priorities. Journey through real-world case studies covering the transformational impact of deploying flexible self-scheduling at a contact center, the before and after view. Weigh the pros and cons of how self-scheduling impacts operations and the business from top to bottom. Open the floor to Q&A on best practices around flexible self-scheduling on agent impact for retention and job satisfaction, enhanced customer experience, and overall operational performance.

**Employee Empathy in Action.** When was the last time you sat in the shoes of a contact center agent? In this session, the Genesys team will host an interactive workshop that reminds us all just how important the employee is, as well as, just how much we ask of our respective employees.

#### **Forecasting Where They Ain't - What to Do about Deflection Initiatives.**

We all know how to forecast next year's call volume, AHT, and shrinkage (and of course will do it perfectly!). But what about those pesky initiatives that everyone says will reduce contacts or AHT (and you know it won't!)? In this session, learn how to itemize initiatives AND create an adoption co-efficient with an owner. A tracker for reporting out on what the original forecast was, as well as how each initiative is doing will be a takeaway as well.

**Continuous Improvement for a Global WFM Operation.** Come to this session to learn how to create an assessment that will help you build a standardized model to identify opportunities to integrate WFM needs into your company. Hear how mapping business requirements in maturity phases will lead to greater execution and learn how to create routines to update a continuous improvement plan.

**Finding Your Voice in Non-Voice WFM.** The only thing consistent about the businesses we support is change. Workforce management teams are often asked to support the ever-changing environments of the business. In this session, you will hear how several organizations have tackled the movement of WFM from just inbound call handling to multi-media contacts and now to the back office environment. Hear tips and techniques to make this a more successful and smooth transition.

**2:45-3:45 p.m. - Afternoon Break**

**3:45-5:00 p.m. - Workshops**

#### **Essentials of Staffing: Models and Calculations for Contact Center Staff.**

Managing a contact center means managing by the numbers and the most important number is the right number of staff in seats at the right time. Learn the essentials of calculating staff requirements, including how to assemble workload and apply Erlang techniques to determine staffing to meet service goals. In addition to staffing for incoming telephone calls, learn how to calculate workload and apply the proper staffing techniques for outbound calling, email, and chat contacts.

**Lessons Learned During COVID.** Come Join the panel as they discuss the lessons they learned during COVID from the importance of self-care, to creating new work at home schedule options, and leading a team you never see in person. All of us have a story of how our professional environment changed during COVID. Come hear these industry expert's stories and the lessons they learned, and possibly share your own.

**"Robustify" the WFM Process.** Come to this session to hear about our journey as TD Bank "robustified" the WFM process. TD implemented multiple workstreams to enhance and add rigor to the WFM processes, including annual vacation bidding, strengthened capacity planning processes, improved forecasting gated processes, and rigorous request intake processes.

**Meeting Complex WFM Needs in the BPO World.** In this session, RDI and ICS will discuss how to maximize WFM processes and tools in a BPO environment to support a variety of clients and ever-changing service goals, requirements, and systems. Hear real world experiences from the unique BPO point of view. Beyond BPOs, this session will benefit anyone looking to fit their business rules and systems together to create a flexible and efficient WFM process.

**Footprint Planning During Periods of High Attrition.** During this COVID pandemic, we experienced high attrition in some countries more than others, which led to innovative strategies around footprint planning. In particular, the Philippines experienced natural disasters such as tropical storms and unusually high rates of at-home internet outages, which was compounded by high rates of COVID leading to higher than anticipated attrition rates across sites in that geography. Additional hiring challenges compounded our difficulties in identifying attrition backfill hires in some geographies, which required creative solutions to sourcing new sites including greater dependency on on-shoring and near-shoring alternatives to support geographies experiencing high attrition.

**Speaking WFM to the Non-WFM Speaking Audience.** In this highly interactive and fun sharing session, we will dig deep into the communication challenges that we usually don't talk about, because frankly, we don't know how to. We will discuss how to communicate with all levels in your organization from executives to agents, and Operations to HR. We will also talk about the importance of acronym glossaries and clear definitions that are meaningful, not convenient. Come to this session and walk away with new tools in your communication tool box.

**5:00-7:00 p.m. - Networking Reception**

*"I thoroughly enjoyed the conference. To be in rooms filled with people that knew what I was talking about when I discussed work was amazing! Great job done by everyone!"*

## Tuesday, April 5

**7:45-9:15 a.m. - Breakfast**

**8:00-9:00 a.m. - Behind Closed Doors with the Sponsors**

**9:15-10:30 a.m. - Workshops**

#### **Staffing Tradeoffs: Achieving a Balance of Service, Occupancy, and Cost.**

After determining base staff requirements, it is critical to review all the tradeoffs that impact contact center stakeholders. Learn about how callers are impacted by staffing decisions that drive speed of answer and quality of service. Review how staffing levels impact frontline staff in terms of productivity or occupancy. Finally, see how staffing levels and telecommunications factors affect revenues and costs. Hear about how one person can make an impact on service, occupancy, and cost, as well as the factors to consider when making decisions about agent group size, multi-skilling, or consolidation of sites or groups.

**We're Working from Home - Now What?** Most, if not all, of us had to figure out working from home in 2020. We've done it for over a year now, but it's still doesn't feel like we're nailing this. Tech outage policies, maintaining company culture, and how to keep employees engaged are just some of the topics that have to be considered to create a long-term successful work from home environment. Come hear from a panel that's given some thought as to what we do now.

*"I love the ability to keep up to date on WFM topics, meet new people in the WFM world, and learn lots at the various sessions so that I can bring multiple things back to my company each year. I feel that the conference has great value."*

### **Capacity Planning for Omni-Channel Contact Centres: Getting it Right the First Time.**

With added complexity introduced in omni-channel environments, getting capacity planning right is a challenge for call centre practitioners. Years of hands-on operations and consulting experience have shown that several fundamental inputs in capacity planning are often missed or miscalculated, which hampers the ability to accurately project staff and operating budget requirements. The right methodology and approach are key to successful planning. Real-life case studies of organizations who got it wrong and the resulting impact will be presented. This session is targeted to workforce planning professionals that have experienced a disconnect between their forecasted plan and the actuals required to achieve defined service standards.

### **An Unstoppable Object Meets an Immovable Force: How to Balance Workforce Needs with Evolving Support Teams in a Modern Environment.**

The world has changed rapidly over the last few years, and more than ever, the old way of doing things doesn't cut it anymore. Support agents and teams are more empowered, increasingly remote, and working in ways that would have been unfathomable just a few years ago. At the same time, the workforce planning needs are still there; customers need to be helped and service targets need to be met. Join us for a discussion and examples of how modern companies are adapting to solve this challenge.

### **Taking WFM to the Board Room: How to Get a Seat at the Big Table.**

Learn and discuss key strategies to elevate your WFM strategy to the executive level. Have you ever felt like your ideas are great, but you just can't seem to get anyone to listen? Spend some time learning how to take your WFM team from daily reports and schedule changes to delivering insights to the entire organization. Use the information locked away in your data to drive meaningful change in your organization. Learn how to create real world business cases to drive your CX strategy. Learn what executives are really thinking when they see the data you provide today, and what they will think when they see your new approach.

**Shrinkage – It's a Big Deal.** Every year, you analyze and normalize volumes. You adjust AHT and trend for new hire classes. You might put in initiatives or deflections, or even allowances for new tools and new agents. Then you use a standard shrinkage number without thinking about it. But wait – shrinkage is every bit as important in producing a plan as volume and AHT! Using a blanket shrinkage or the same shrinkage you ran last year will result in failure. Learn how to determine the right shrinkage goal and walk away with a method that makes sure you don't wind up short!

**10:30-10:45 a.m. – Break**

**10:45 a.m.-12:00 p.m. – Workshops**

### **Scheduling Strategies: Definitions and Decisions for Successful Schedules.**

A successful schedule plan involves many decisions on the front end that can impact the long-term and short-term effectiveness of the work shifts. In this session, learn about the fundamental concepts of calculating and applying shrinkage to arrive at schedule requirements, along with considerations of defining schedule components. Hear about how to decide on optimal schedule horizon, shift definitions, and schedule constraints, as well as some of the best strategies for optimizing schedule coverage and minimizing cost.

**WFM & The Great Resignation.** It's not just the money and the schedule any more. Just when you thought we've had enough "greats," here comes another one. We've heard that we're in the middle of The Great Resignation, but what does it mean and where is it happening? And most importantly, how does it impact the WFM team? This panel will be discussing how they are feeling the impact of this movement, what their companies have done about it, and how WFM can be positioned as a strategic advantage during this time.

### **Simple Ways to Make your Contact Center Operation Way More Efficient.**

Surprisingly, given the investment in contact center software and consulting, our industry as a whole has not improved customer satisfaction for over twenty years. What if we could improve customer satisfaction and significantly improve the efficiency of the operation at the same time? In this session, we will discuss contact center analytics and management tools that measurably improve CSAT and call center efficiency. We'll chat about interesting ways to look at your data with very cool graphs that will make you look like a superstar to your boss! Please bring ideas and cool analyses you do to share with the attendees!

**WFM Transformation During the Pandemic.** Workforce Management has matured leaps and bounds over the past years, but not just enough to face the many challenges the Pandemic presented. WFM teams across the world were tested and many were successful – but at what cost? Here we present the case study of a Workforce Performance Management group of a leading US Retail Bank that not only transformed its approach to WFM, but also enhanced its rigour, rhythm and adoption of modern tools, technology and method to gain control, ensuring predictable outcomes and delivering a superior (internal & external) customer experience in their back-office operations.

### **Focus on the Workforce Management Team in a Virtual Environment.**

As a large organization and Contact Centre, TD Bank has a large (150+ FTE) WFM Team. We often forget to put sufficient focus on Team development, even as we dedicate significant time and energy to ensure we build the right environment. This includes the implementation of Quality Assurance for WFM – a never-seen-before way to identify process or skill gaps within our teams. With the pandemic and the move to 100% virtual, TD deployed multiple strategies to keep employee engagement and development at the forefront.

**Balancing the Trade-Offs of Occupancy.** Occupancy is a well-known contact center output but are you leveraging it to understand your staffing efficiency? Join us in this interactive session where we will discuss more about how to leverage occupancy and better understand the trade-offs experienced with this key metric.

**12:00-1:30 p.m. – Luncheon & WFM Jeopardy**

**1:30-2:45 p.m. – Workshops**

### **Managing Schedule Adherence: Creating an In-Place and On-Time Culture.**

An accurate forecast and perfectly constructed schedules don't mean much if the frontline staff are not following the plan. In this session, you will learn various measures of how to measure adherence and quantify the problem of schedule non-adherence. See how common principles of performance management can be applied to identify reasons for non-adherence and what you can do to change adherence behaviors. Hear how some centers have created an adherence culture that works.

**COVID Broke My Crystal Ball.** They used to call me Merlin. My forecasting accuracy was legendary and students would come from far and wide to sit under my tutelage. But ever since COVID impacts began, my crystal ball has been dark and even Trelawney (Harry Potter fans!) gets the future more than I do. If you've experienced a similar forecasting challenge, come hear from a panel that is having to rework their crystal balls and think about how to get at the future in other ways.

*"This was my first time, and I was blown away from every single aspect of the conference from the hotel, the food, the giveaways, the freebies, the speakers, and the networking. It was amazing."*

**Creative Workforce Management Measures in a New World.** At Wix, we pride ourselves on being do-ers, trail-blazers, creative problem solvers, and being obsessed with our user experience. Customer Care has a goal of zero unhappy users and the Workforce Management guild has to facilitate that, in an environment that is constantly changing and growing. Establishing a Workforce Management department to fit in a Customer Care model that never had such a team before presented interesting challenges, not least of which was how to tell our story to our agents and users without a baseline vocabulary. In this session, we will review how to establish the story of the Customer Care experience in an evolving tech company using WFM principles as a guide, without changing the fundamental Customer Care culture.

**Effort Reduction: The Role of Enhanced Technology.** A tremendous aspect of customer experience work revolves around reducing friction. And so much of our ability to reduce that friction is dependent on our technology. When we bring together digital transformation and experience design in a meaningful way, both are far more likely to be successful. Workforce Management is one such area where we can greatly improve the lives of both our agents and our end users when it is done properly. Join us to see a framework for selecting, implementing, optimizing, and measuring tools capable of supporting a best-in-class customer experience.

**Hiring and Developing your WFM Team.** The session will explore how to develop and provide career paths for your WFM team. We will discuss our approach from hiring, onboarding, training, and continuous improvement training for the WFM team. We will share the work we have done to create strong WFM teams and helped promote the teams to increasingly advanced roles.

**I'm not a Unicorn 2022! Let's Talk Diversity in WFM.** Join our group for an open discussion about inclusion, equity and diversity's role in workforce management. Why is diversity important in WFM? How can we foster more inclusion and equity? What has your contact center been doing about diversity? What are your obstacles and how have you overcome them?

**2:45-3:45 p.m. - Ice Cream Social with the Sponsors**

**3:45-5:00 p.m. - Workshops**

**Managing Daily Service: An Intra-Day Plan to Keep Staffing and Service on Track.** Achieving intra-day success involves a process of monitoring, tracking, assessing, and acting to ensure staffing levels stay intact to deliver service regardless of the events of the day. In this session, you will learn about ways to monitor and track call volume, handle time, and staffing throughout the day in time to make changes as needed to impact service. Hear about communications and reaction strategies to affect both under-staffing and over-staffing with minimal disruption and maximum coverage.

**Your WFM Solution Alone Can't Save You.** On the heels of a raging pandemic, enterprises all over the world are asking the question: How do we facilitate better customer experiences while keeping an engaged and empowered workforce? A significant part of the answer is workforce management. In this session, a leading contact center consultant will break down four core tenets (Data Management, Forecasting, Scheduling, and Intraday Management) of workforce management and show how enterprises can use a holistic WFM strategy to boost customer and agent experiences.

**Is Bigger Better? Leveraging WFM Techniques to Prepare for Significant Operational Changes.** Over the past 24 months, Principal Financial Group has changed their interaction routing platform, transitioned a large block of business and employees from an acquisition, introduced new contact channels for their customers, and moved their WFM application to the cloud. And all the while, weathering a pandemic! Learn how sticking to foundational WFM concepts and approaches allowed Principal to model and plan for the variety of changes, and the valuable discoveries they made along the way.

**Apples, Oranges, and Cantaloupes - It Isn't One-Size-Fits-All.** If the only things constant are taxes and death, you must be nimble and ready to change consistently in order to achieve success and not stagnate. In just a few short years, the Hulu WFM team has gone from four basic forecasts in the US to well over 200 in every corner of the world. We have grown from caring for less than 200 agents to around 10,000 in the same amount of time. Of course, new tools were adopted, but most important, with the changing world, COVID, and new customer channels, they had to adopt and go - and go fast! Hear the story of the team's challenges, how they put the team before themselves, and how a new WFM team design was adopted that they know will need to change again!

**Ask the Workforce Wizard.** This session is your chance to ask our panel of experts anything WFM! This interactive panel will answer questions submitted and chosen by conference attendees. If you have a question or an issue that has been a challenge to your team, bring your question to this session! The audience will also get a chance to give some input. This session will be dynamic and informative, but the topics covered will be chosen by you and your peers at the event.

**WFM Solutions Can Prove Their Worth in a Work at Home and Hybrid Economy.** This session will explore ways that WFM solutions can be used to empower agents and supervisors as work at home and hybrid becomes the norm in a pandemic (or endemic) world. We'll cover tips and tricks to increase retention and improve customer service including scheduling for in-office, work at home, and hybrid agents, approaches to staffing for multi-skill routing no matter where the agent resides, and the difference between conformance and adherence.

**Now More Than Ever: Leveraging WEM for the Best Employee Experience.** Attracting and retaining good employees is a challenge most of us face, and improving employee experience can help. But what role does the WFM team play in making employee experience the best it can be? Having the best WFM tools is vital, but how can you use them to attract new agents, keep your star agents happy, and improve agents who need help, all while protecting service level? It might seem like an insurmountable problem, especially in a world of work from anywhere, but let's talk about solutions! Join Call Design for an interactive session that includes examinations of agility in WFM, new offerings in engagement management, and ways to keep attrition in line by raising the bar on employee experience.

**6:30-9:30 p.m. - Evening Event**

## Wednesday, April 6

**7:45-8:45 a.m. - Breakfast**

**8:45-10:00 a.m. - Workshops**

**60 Ideas in 60 Minutes - WFM Tips & Techniques from Real-Life Experiences.** This fast-paced session with a panel of your WFM peers will have you writing furiously as you try to capture an idea a minute on paper! This format will give you some last minute tips to take home and implement immediately - if you can catch them all!

**Signs of Success: Metrics and Measures of WFM Performance.** Almost every contact center employee has a performance scorecard, outlining expected levels of performance in many different areas. The workforce management team is no exception. While the tasks may vary from center to center depending on size and functional design, there are common ways to define metrics that point to good performance and a job well done. Learn about the four components of WFM success, along with different ways to measure and report the numbers. See measurement case studies, along with best practices for defining WFM metrics.

*"This was my first time at SWPP's Annual Conference. I didn't know what to expect, however, from the first person I talked to, until the last day I felt like I had been accepted to an exclusive club. What I took away from the networking was just as important as what I took from the sessions and worth every penny. If I can only attend one conference, class or training each year, I would choose this. I appreciate everything you put together with this and just know it made a huge difference to someone who has been doing this for 12 years. I am newly reborn into the excitement of workforce and have reignited my passion."*

#### **Office Eligibility - Managing the Complexity of Return to Office with Mandates and Preferences.**

As the workforce and companies restart the Return to Office, complexity has risen even further with new mandates. Mandates create a new layer of data needed by workforce planners to appropriately design and plan successful outcomes. This new layer of data is required beyond vaccine mandates—it extends into employee preference, employee performance and well-being, as well as a new opportunity to reshape the future of work. This new layer of data requires three key elements: 1. Eligibility data based on local mandates and restrictions; 2. Performance data based on location (Home or Office) of each employee; and 3. Preference to reduce downtime and attrition. This session will discuss methods to acquire this data, maintain privacy, and develop best practices for feeding this data into successful work plans, both short term and long term.

**Reduce Attrition with Engaging Solutions that Put Your Employees First.** Ever wonder what other organizations have done to be successful in empowering, engaging and motivating their workforce? Join us in this session to hear a true success story of how one organization combined Workforce Management and Game Mechanics to reduce attrition and learn how the combined solutions contributed to their overall organizational success. The session will conclude with a live product demonstration and Q&A.

**How to Engage, Empower, and Enable the Next-Gen Agent.** The pandemic has shifted what agents want out of their employers and careers. Today, service teams are struggling with hiring and retention in a fiercely competitive marketplace for talent. It's time for contact centers to reimagine their workforce operations, invest in the agent experience, and prioritize flexibility in order to attract, retain, and nurture the best talent. Join us as we discuss the trends shaping the contact center of the future from hybrid workforce models to flexible agent schedules and real-time training, why flexibility in the contact center is here to stay and its impact on workforce planning and agent engagement, and how new technology solutions are enabling both workforce and service agility to exceed customer expectations.

**Cancer Treatment Centers of America Case Study: Techniques for Meeting Service Standards and Optimizing Staffing in a Healthcare Call Center.** Cancer Treatment Centers of America provides comprehensive cancer for patients from all over world. Our intake department consists of a call center, called Empowerment, that is dedicated to connecting with cancer patients seeking treatment options. The purpose of this session is to have an interactive dialogue with other call centers and share how we strive to meet the highest service standards for our patients and optimize staffing coverage by incorporating Lean Six Sigma principles.

**Lessons Learned from Changing WFM Software Systems.** So you are getting a new WFM software system. You might be really excited or you might be really anxious. Hear from a panel who has been through the process as they share information about common issues and pitfalls to be aware of. Hear how to navigate pain points such as loss of functionality, user acceptance, and changes in processes. The biggest lesson is: it will all be OK!

**10:00-10:15 a.m. - Break**

**10:15-11:30 a.m. - Workshops**

**Setting Strategic Goals for Workforce Management.** Just like the organization as a whole and the contact center within it, the Workforce Management department needs to have strategic goals that define the direction for the team. Clearly set overall goals make short-term decisions easier and performance more consistent. In this session, you will learn: the 10 most common goals; definitions and applications; implications of different calculations; tradeoffs when goals create conflicts; and the essentials of creating a strategic plan.

**60 Ideas in 60 Minutes - Tips & Techniques for Making the Most of Your WFM Software.** This fast-paced session with a panel of vendor experts will provide you with a practice idea each minute. This is not a sales pitch for products. These are the vendor experts that can provide tips on how to get the most out of a WFM investment from the early planning stages, implementation, training, and ongoing use. This format will give you some last minute tips to take home and implement immediately!

**The Importance of Utilizing Effective Modeling for Long-Range Planning.** The most successful workforce management teams start with a tried and true long-range plan for their contact center. Learn how best practices paired with innovative WFM tech can unlock hidden insights, align strategies, and explore methodologies to develop your most accurate long-range planning potential. Then take a walk through some of the top challenges and pitfalls that have inhibited many from achieving their planning potential. See how business drivers and strategies can empower your organization for optimal success. Deep dive into why one algorithm fits most strategies is a recipe for inaccuracy. In contrast, a best-fit algorithm approach can transform underperforming planning into winning with the most accurate enhanced strategic planning for 2022.

**The Power of a Connected WEM Ecosystem.** With Workforce platforms and the constant evolution of cloud solutions rapidly evolving, what impact does that have on our WFM Planners, Schedulers, and especially, employees? Plan to attend this session to learn about how the industry is responding to, and rethinking decades old processes. This will be an interactive session with audience participation, a speaker panel from Genesys, and a roundtable discussion to share ideas.

**Teaching The Power of One in a Virtual Environment.** Many contact centers have evolved into an all or mostly-all virtual agent environment. With agents seated individually in the home, the power that each agent has to make a difference may not seem as apparent as was the case with an on-site environment. In this session, we will review a weekly information pushout we implemented in our organization that addressed the Power of One. We will also share group exercises that we rolled out to the management team to facilitate in small group sessions that reinforces each team member's value.

**Attention! Learn About the Positive Impact of Mobile Workforce Management with The General.** The key to any successful contact center schedule is the ability to quickly adjust to unplanned events throughout a given day. Incorporating a mobile app into your scheduling is a win-win for both the company and agents because it helps to create an efficient and effective process. Attend this session and hear how The General Insurance is using mobile technology in a positive way to increase how quickly agents can accept overtime through the mobile app, improve the turnaround time for approving or denying time off requests, and hear the perspective from actual agents on how a mobile app improves morale and retention.

**11:30 a.m.-12:00 p.m. - Closing General Session**

**12:00 p.m. - 2022 SWPP Annual Conference ends**

*"I loved everything about this conference! I really enjoy not having to explain what I do to everyone because everyone does the same thing. It's great to share best practices with those that have lived the same challenges and come out on the other side."*

## 20th Anniversary SWPP Annual Conference

### Networking Reception and Mixer

Join us for a networking reception on Monday evening to get the conference started. We have some special events and mixer activities planned to help you get acquainted with your fellow attendees.

### Let's Party in Downtown Nashville

On Tuesday night, we will get together for a fun evening of entertainment. Enjoy dinner and live entertainment in Nashville's historic downtown district!

### Sponsor Showcase

SWPP is pleased to provide a special Sponsor Showcase during the conference to provide attendees with information about specific products of interest.

### Workforce Management Professional of the Year Award

SWPP will announce the 2022 Workforce Management Professional of the Year Award on Tuesday, April 5 at the 2022 Annual Conference.

### Transportation

The Omni Nashville Hotel is located 20 minutes from the Nashville International Airport. There is not an airport shuttle specific to the Omni, but there is a flat rate of \$25 for taxi service to downtown Nashville.

### Registration

You may register for the 2022 SWPP Annual Conference via phone, mail, fax, or on our website.

To register online, go to <https://cvent.me/zkod4z> to complete the online registration form.

To register by phone, call 615-352-4292.

To register by mail, please print the registration form below and mail with payment to:

SWPP  
ATTN: Annual Conference  
6508 Grayson Court  
Nashville, TN 37205

To register by fax, complete the registration form below and fax to 615-352-4204.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### Hotel Information

The 2022 SWPP Annual Conference will be held at the Omni Nashville Hotel. The Omni Nashville Hotel is specifically created to be an authentic expression of Nashville's vibrant music culture. Across from the Music City Center, this luxury hotel is a one-of-a-kind experience, fully integrated with an expansion of the Country Music Hall of Fame and Museum® on three levels. Located at 250 5th Avenue South, the Omni Nashville Hotel design is a modern expression of the city's distinct character, incorporating natural materials, exposed steel and regional limestone. The multi-story hotel and expanded museum share meeting and entertainment space and bring additional restaurants and retail venues to this dynamic destination in downtown Nashville.

We have a block of rooms reserved at the Omni Hotel at the conference rate of \$285 per night. To make a reservation, book online at <https://www.omnihotels.com/hotels/nashville/meetings/2022-swpp-annual-conference-03312022> or call 1-800-THE-OMNI and tell them you are with the SWPP Annual Conference.

There are many other hotels in the downtown Nashville area if this does not fit in your plans or are sold out. However, there is always limited availability at downtown hotels, so please make your hotel reservations as soon as possible.

### Costs for the 2022 SWPP Annual Conference

#### Early Bird Registration: Registration through February 1, 2022

- \$1,495 for members
- \$1,745 for non-members
- \$1,790 for non-members with a one-year membership included
- \$100 discount per person for three or more attendees from the same company

#### Registration after February 1, 2022

- \$1,595 for members
- \$1,845 for non-members
- \$1,890 for non-members with a one-year membership included
- \$100 discount per person for three or more attendees from the same company

#### Please register by Friday, March 25, 2022

Payment Method

- Check enclosed (payable to SWPP)
- Charge:
  - American Express
  - Visa
  - MasterCard
  - Discover

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_

Exp. Date (month/year) \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

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