

WEM BASICS:

DECIPHERING THE WORKFORCE ENGAGEMENT CODE

Get started on your WEM journey with a quick overview of what workforce engagement is.



On paper, Workforce Engagement isn't that complicated. But when you get into the nitty gritty, you may find terms like "WFM", "WFO" and "WEM" are used interchangeably. So, what's the difference? Is there any? Does it even matter?

We think so! So, to unravel this tangled web of terms and meanings, we propose a short rundown of WFM, WFO and WEM mean, and what that means for your contact center's success.

FIRST, A QUICK HISTORY LESSON

In the beginning there was no contact center. While customer service dates to the industrial revolution, the idea of a call or contact center only started coming into being around the 1960s with the Private Automated Business Exchanges (PABX), used to handle large numbers of customer contacts. In 1973, the firm Rockwell developed the Automatic Call Distributor (ACD) which would make the concept of a call center finally possible. The technology allowed the system to gain traction and by the mid-90s it was a staple for businesses across all verticals.

Likewise, as the technology evolved, so did the roles and requirements of the contact center. Initially the main concern for businesses was to have an open communication channel and the bandwidth to handle an increasing number of callers. As time marched on, considerations of the quality of the agent-caller interactions and problem resolution came into play. That's where our different terms start to differ.

SO, WHAT DOES WFM, WFO AND WEM MEAN?

WORKFORCE MANAGEMENT

WFM allows companies to staff efficiently, prepare for the long term, and face day-to-day challenges quickly across all contact center roles.

Includes capabilities that address:

- staffing
- planning
- forecasting
- agent time management



WORKFORCE OPTIMIZATION

WFO helps companies follow their customer experience interactions closely, ensuring levels of quality are maintained and both corporate and governmental policies are adhered to.

Includes capabilities that address:

- quality management
- labor laws and compliance
- voice of the customer



WORKFORCE ENGAGEMENT

Workforce Engagement helps companies monitor performance, support employee development, and engage with workers in ways that motivate and drive results.

Includes capabilities that address:

- performance management
- coaching and training
- gamification



OKAY, AND WHAT ABOUT WORKFORCE ENGAGEMENT MANAGEMENT?

What we call **Workforce Engagement Management**, or WEM, is the set of tools that allows companies and employees to be the very best. WEM covers all three of the previous areas; from scheduling and forecasting to quality assurance and compliance to employee development, to offer a powerful and holistic approach to keeping your contact center running at optimum levels.

HOW IT ALL COMES TOGETHER...

Stats don't lie. Genesys benchmarking studies "Customer experience and the future of work" and "The State of Customer Experience 2023" revealed that full Workforce Engagement Management adopters are:

96%

view recruiting new CX employees as the most significant challenge facing CX organizations – with 42% finding it "extremely challenging"

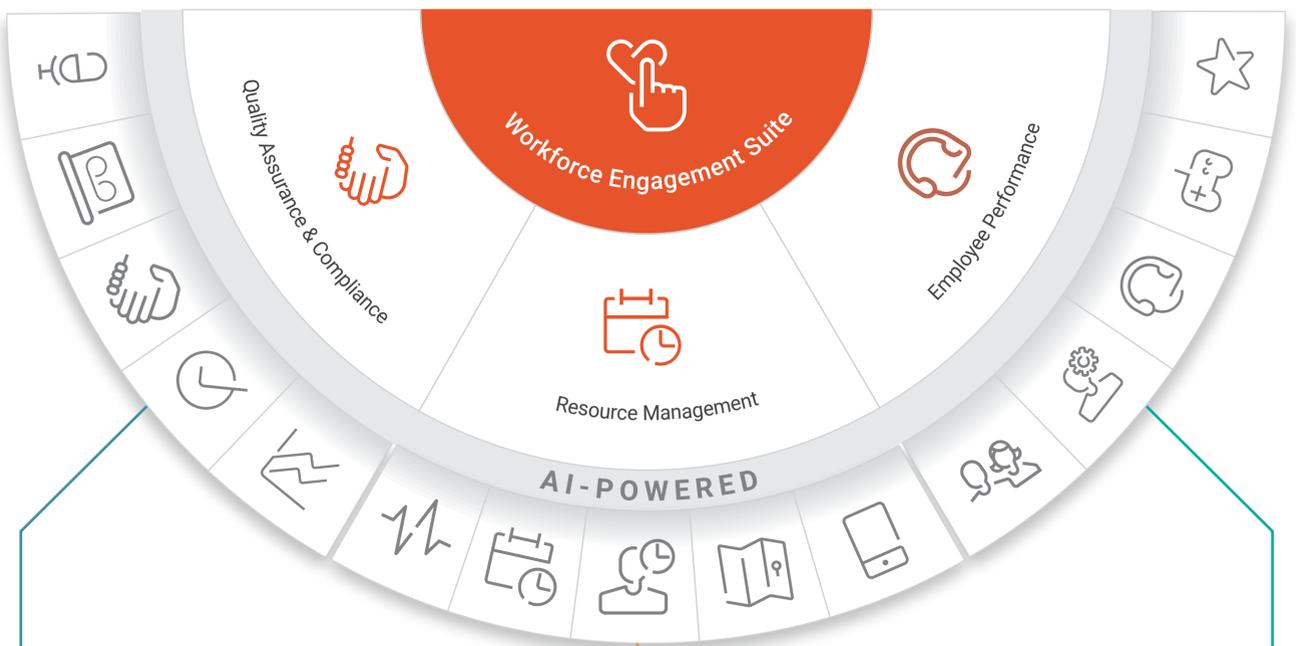
78%

identified "insufficient information to assist customers in the moment" as the #1 daily frustration for CX employees

90%

report that employees still toggle between different views as they assist customers – while 40% see staff training on new tools challenging

By implementing a full suite, you can leverage tools to boost any and all three of the main disciplines we identify in WEM:



QUALITY ASSURANCE & COMPLIANCE

This discipline, as its name implies, worries primarily on **maintaining customer interaction quality levels high and compliant** with industry, regional and labor regulations.

Capabilities associated with this discipline include:

- Interaction Recording
- Screen Recording
- Voice of the Customer & Employee
- Quality Management
- Speech and Text Analytics

RESOURCE MANAGEMENT

This discipline is all about **making sure your contact center is sufficiently staffed and ready to face the ups and downs** of seasonal and every-day conditions.

Capabilities associated with this discipline include:

- Forecasting
- Scheduling
- Intraday Monitoring
- Long-term Planning
- Mobility tools for agents

EMPLOYEE PERFORMANCE

This discipline addresses, not just the need for your contact center to perform well, but the need for **every individual player on your team to be and do their very best**.

Capabilities associated with this discipline include:

- Coaching
- Onboarding & Development
- Agent Engagement
- Performance Scorecards through Gamification
- Rewards & Recognition

So, now that we've given you our take on the subtle but important differences between workforce management (WFM), workforce optimization (WFO) and workforce engagement management (WEM), what are your thoughts?