

# Maximizing Productivity in a Highly Seasonal 24/7 Center



# Our Environment



57 Branch Operations (company owned operations)



145 Franchise Operations



Blended Sales and Service Interactions



Agents handle multiple interaction types (voice, email, chat)



Mostly work from home (remote)



6-week New Hire training cycle

# Operational Constraints & Variables



**24x7x365 Contact Center**



**Aggressive Service Goals**



**Heavy seasonal volume fluctuation**



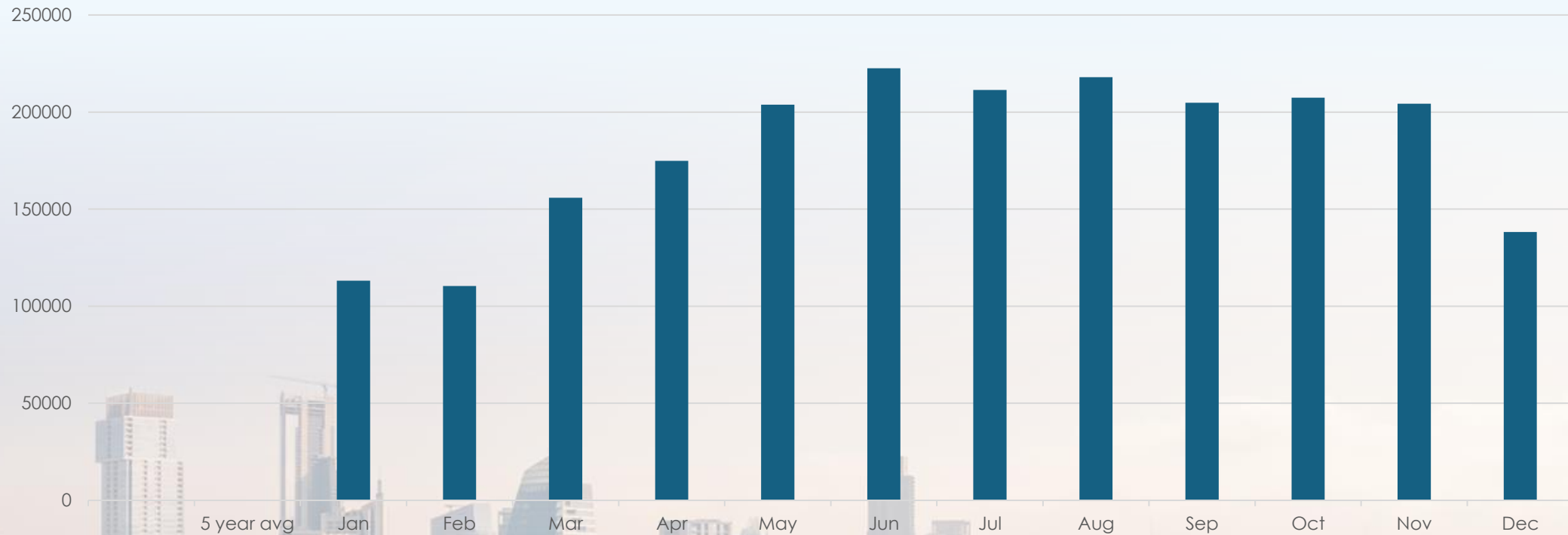
**Marketing campaigns cause volume "spikes" (intraday/intraweek)**



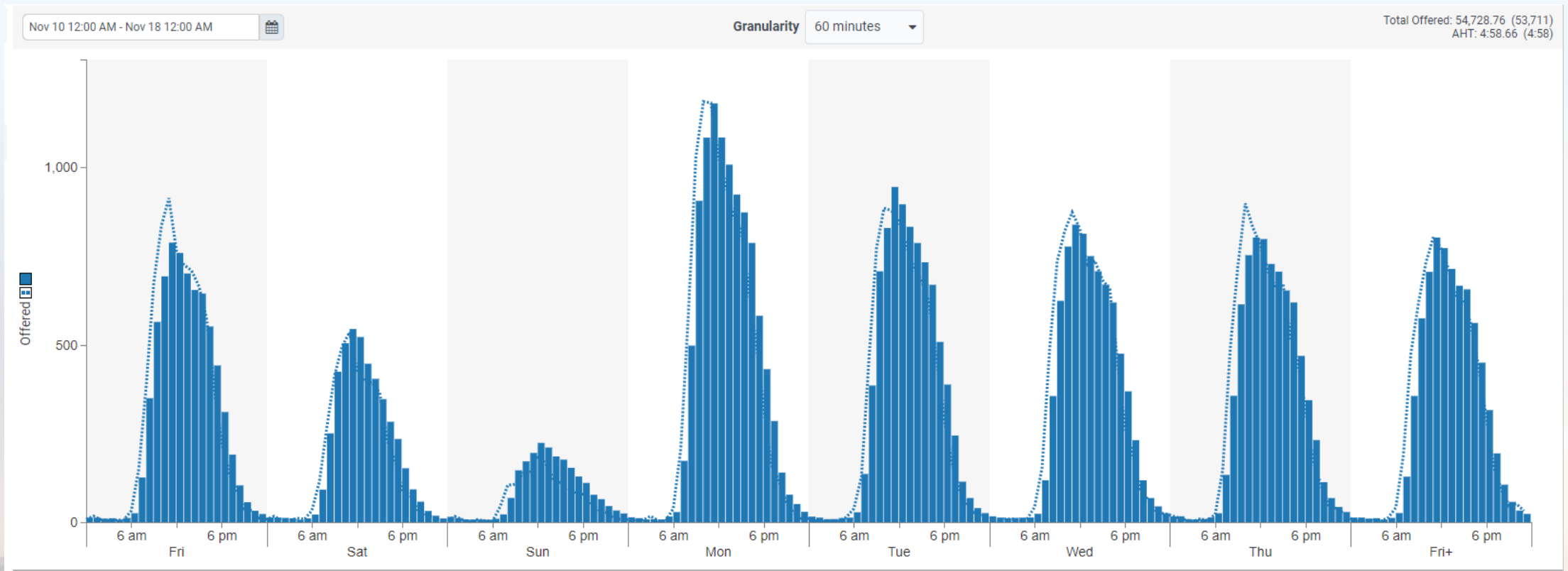
**Overflow routing from Franchisees impact arrival patterns**

# Seasonal volume fluctuation

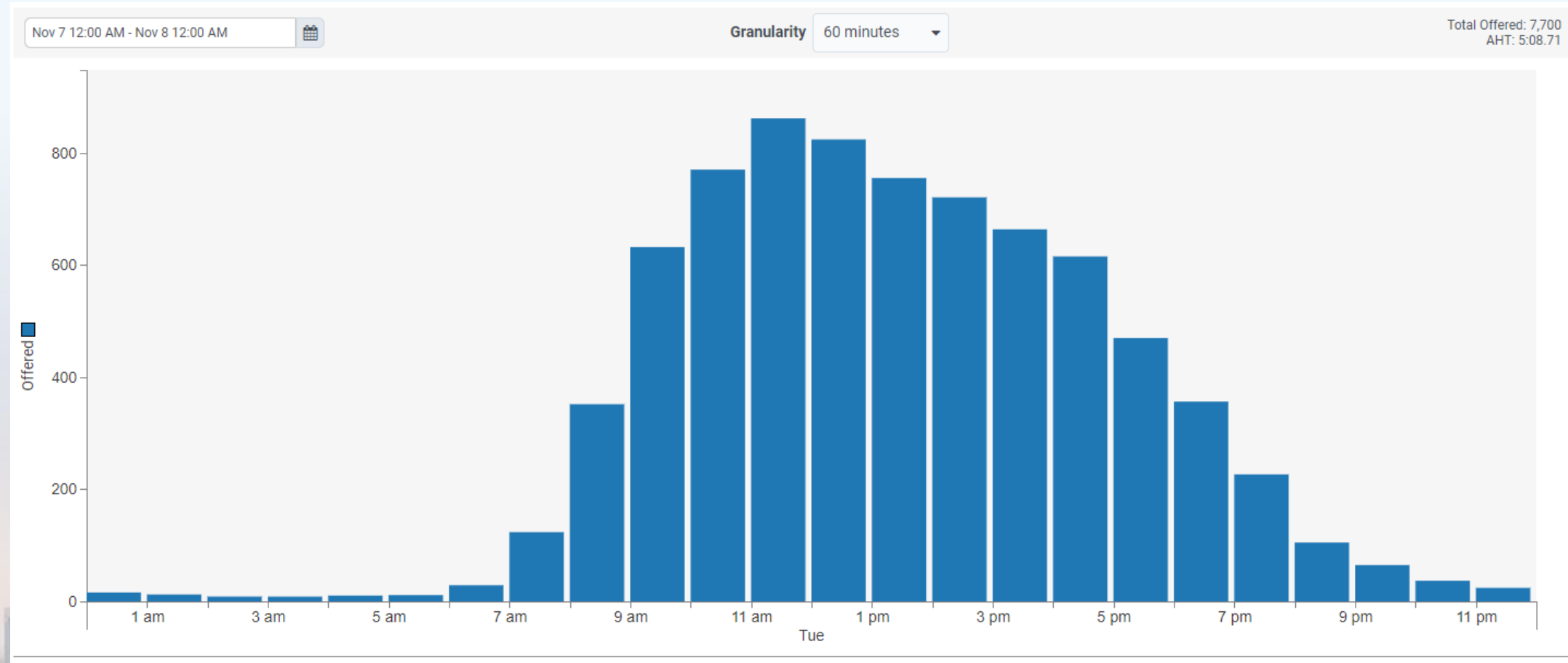
Monthly Interaction Volume



# Daily distribution



# Intraday distribution



# Challenges to overcome

- Achieving SL (85/15) while maintaining productivity
- “Always available” staffing for Emergency Services Queue
- Maintain staffing through deep Seasonal fluctuations – avoid ‘fire and hire’ cycle
- Seasonal, monthly and daily peaks are “sales opportunities” – not volume to be avoided

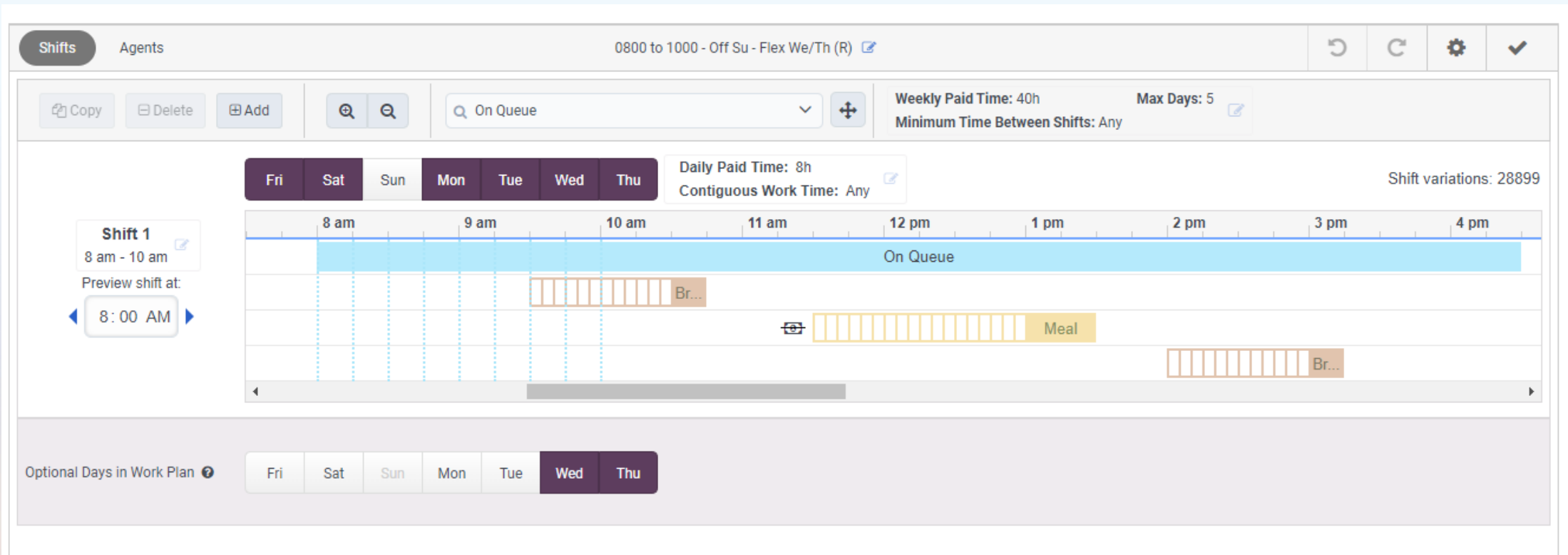


# Stanley Steemer staffing methodology

- Reduced hours staffing for winter slow season
  - 40-hour week reduced to 32-hour week (additional off day)
  - 10-week period
- Pre-planned VTO (weeklong off time)
- Use of “Flex Shifts” for our WaH/Remote Agents (85% of our staff)
  - Shift times have 2 hour start time window
  - 2nd off day pattern flexes from a fixed 2-day pattern
- Use of multiple PT shift patterns 5dx4h, 4dx5h, 4dx6h, 5dx6h, 3dx5h (few 4dx10h)
- Short term forecast drives published work schedules
  - Weekly schedules are published two weeks in advance



# Flex shift example



# Additional items

- Use of “Callback” has been extremely helpful during
- Chat Bot pilot implemented to assist with ‘reschedule / cancel” calls
- CCaaS solution: Genesys PureCloud

# Questions – Roundtable

Thank  
You!