

Tackling the Top Three Challenges of Back-Office Operations

Back-office operations are constantly being asked to do more with less and walk a fine line to balance operational efficiency and customer service.

In fact, many organizations struggle with these back-office challenges:

- Increasing operational visibility and control
- Improving employee productivity and resource capacity
- Increasing efficiency and effectiveness to speed turnaround times

Efforts to overcome these challenges are hampered by increased demand for services and the growing scarcity of skilled knowledge workers. Large numbers of experienced individuals, with the specialized skills needed to execute complex work and processes, have or will be retiring; and younger generations are prone to job hopping. This means your trained knowledge workers are walking out the door.

Organizations are turning to CX automation to augment the workforce, giving them the real-time data they need to make faster decisions that can improve productivity, capacity, and processing times

Let's take a closer look at solutions that can help our organization address these challenges.

1. Increase Operational Visibility and Control

It can be challenging to form a clear picture of all your operations. Traditional, walk-around management to visually collect data isn't feasible with remote workers and different departments, locations, systems, and processes across your organization. You need a modern way of working so your managers can effectively manage the work and coach employees to maximize capacity while helping them reach their full productivity potential.

Verint® Operations Visualizer™ helps organizations gain operational visibility and control. One component of this innovative solution is Application Visualizer, which sits on the employee desktop and captures the applications employees use, when, and for how long.

"We didn't have the measurable data we needed. As a result, it was difficult for us to understand exactly how front-line employees and managers were spending their time."

– **Director of Workforce Management and Capacity Planning, Digital Financial Services Company**

By categorizing applications as customer support / production related or non-production related, the financial services company was able to quickly identify opportunities to redirect employees so they're focused on the right activities, improving employee productivity by 13 percent.



Read the digital financial services firm's success story.

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2. Improve Employee Productivity

Employee productivity is a sensitive subject. Leaders often lack real-time performance data and instead rely on subjective, anecdotal discussions supported by a few metrics. To tap into your organization's hidden capacity potential, managers and employees need consistent tools, processes, and real-time visibility into performance trends and reports.

Verint Operations Productivity™ includes role-specific scorecards to translate Application Visualizer data into actionable performance metrics. The dashboards enable employees to see how they are doing against key metrics so they can adjust their behaviors to attain their performance goals and drive better productivity.

"Verint Workforce Engagement has helped us create a holistic management and reporting structure across our entire customer service operations—both contact centers and back office. It's helping us drive operational efficiencies and improve the customer experience."

– Director of Operational Performance
Management, Large, Non-profit Health
InsurerServices Company

[Read the healthcare insurer's success story.](#)

The insight **Verint Operations Manager** provides can help managers balance workloads across functions, to better ensure employees are doing the right work, at the right time, in the most efficient way.



3. Increase Efficiency and Effectiveness

Many back-office organizations lack a single, real-time view into all of the work, even with a CRM or BPM system. Managers use spreadsheets and email to try and bridge the gap between the work in the core systems, and all the work done manually or outside these systems. As a result, team members either do only what is in front of them or are waiting for work to be given them. This approach obscures opportunities to maximize capacity and speed turnaround times.

Verint Operations Manager™ enables organizations to manage workloads in real-time across teams, functions, and systems. It automatically collects work-item data from disparate systems to provide holistic visibility. The solution includes a Work Allocation Bot that:

- Automates allocating the right piece of work, to the right employee or bot, at the right time
- Utilizes sophisticated rules to prioritize work, then allocates based on priorities, skills, and availability
- Automates reprioritization, load balancing and reallocation of work intraday
- Keeps work flowing to the employee, reducing bottlenecks

"We gained complete insight into process inefficiencies, true volumes, skills, capacity, and demand by the second. We use this unrivalled insight to improve performance and more effectively plan and balance workloads. For the first time, the leadership team felt empowered."

– Rebecca Henry, Operations Director, RSA

[Read the RSA success story.](#)

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