

## Impact 360 Success Story: Siemens Business Services (SBS)

**CUSTOMER:**  
SIEMENS BUSINESS SERVICES

**INDUSTRY:**  
IT Services

**SOLUTIONS AND SERVICES:**  
Impact 360™ Workforce Management

Impact 360 Quality Monitoring

Impact 360 Performance Management

Impact 360 eLearning

**REGION:**  
Global

**LOCATIONS:**  
Canada  
Germany  
Great Britain  
Ireland  
Philippines  
Singapore  
Turkey  
United States

**NUMBER OF AGENTS:**  
3,000

**RESULTS:**

- Improved service levels and adherence
- Cost reduction through enhanced scheduling, with the ability to comply with union regulations in different locations
- Increased competitive advantage

### OPPORTUNITY

One of the world's top ten providers of IT outsourcing and maintenance, Siemens Business Services (SBS) provides a spectrum of services ranging from consulting to systems integration to the management of IT infrastructures. The company operates IT service desks in several countries, where approximately 3,000 agents offer services in more than 25 languages. The five biggest service desks, known as the Global Production Centers, are connected with each other via a global virtual service desk.

Like many organizations with geographically dispersed operations, SBS used a variety of systems from different providers to handle forecasting and scheduling at its service desks. This method delivered adequate results for detached local projects. However, with the acquisition of a new, 500-seat product support account for a major international major computer manufacturer, it became clear that SBS required an expanded set of workforce management capabilities.

"We needed the ability to handle skills-based routing across different locations," says Gerhard Kress, service desk director, production support for SBS. "We wanted to operate virtual service desks, and as part of this, we were required to create agent schedules that conformed to union regulations — regulations that can vary significantly from one location to the next, even within the same country."

Kress and his team looked closely at the workforce management systems that were in place at each of the centers. When they considered that SBS' contracts were evolving toward larger accounts with global companies, it was clear the days of using multiple workforce management systems were over. SBS needed a single enterprise solution that could work globally for multinational customers and accommodate SBS' future growth and requirements. The search for a new workforce management system was on.

### SOLUTION

SBS chose Impact 360 Workforce Management from Verint® Witness Actionable Solutions™.\* Kress says, "We performed an evaluation and saw that this solution was the best. It not only provided the skills-based routing and virtual contact center support that we wanted, but also created schedules that reflected union regulations, regional laws — even the operating hours of the canteen, something a system from a competing company couldn't handle at all!"

The first implementation was at a service desk in the United States, followed quickly by other centers across the world. According to Kress, the implementation went smoothly from a technological perspective. Impact 360 Workforce Management provided SBS executives with insight into the service desk they'd never had before, helping them to identify why some of the company's centers were working more efficiently than others.

One of the realities of operating service desks in different countries is the need to accommodate workers' councils and union regulations. These may differ widely, even within the same country. Impact 360 Workforce Management provides schedulers with the ability to create schedules that factor in these rules and develop "what if" scenarios that provide alternatives. "Flexible schedules and split shifts have obvious economic value to us, but we need a strong business case for using them, and we have to approach workers carefully," Kress says. "Our schedulers are highly skilled and have found Impact 360 very helpful in developing optimized schedules that are viable."

\* At the time of implementation, the solution was offered by Witness® Systems. Since then, Witness Systems has become part of Verint and has been renamed Verint Witness Actionable Solutions.

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— GERHARD KRESS, SERVICE DESK DIRECTOR, PRODUCTION SUPPORT, SIEMENS BUSINESS SERVICES

In addition to workforce management, SBS has implemented Impact 360 Quality Monitoring in the United States and Canada — some 1,000 seats in total. To keep its agents updated on marketing programs and job-related skills, SBS is currently rolling out lesson management.

The company is also implementing Key Performance Indicator Scorecards to help its supervisors make the transition from dealing with time off requests and other time-consuming tasks to coaching agents. "We're also using alerts to show our supervisors where there are breaches in service level so they can take action right away and then get back to coaching," Kress says. "We don't want our supervisors spending their time answering emails and managing time off requests — we want them out on the floor."

### BENEFITS

Since implementing Impact 360, SBS has realized a significant return on its investment. "We've had a tremendous reduction in cost," Kress says. "And with the time off management feature, our agents can take more control over their schedules while taking the strain of managing these requests away from the supervisors and schedulers. Our agents are much happier, and our supervisors are now working toward spending 70 percent of their time coaching."

In fact, Impact 360 has proved so indispensable that Kress insisted on having Impact 360 Workforce Management up and running before the SBS Service Desk in Manila went live. "No one in SBS questioned the need for this system," he observes. "We didn't want to go live without it." Looking ahead, SBS plans a global rollout of the full Impact 360 Workforce Optimization solution in the upcoming months.

### About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions™ was formed as a result of Verint's successful combination with workforce optimization provider Witness Systems. Our software and services enable organizations to capture and analyze customer interactions, improve workforce performance, and optimize service processes in contact center, branch, and back-office operations.

### Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading provider of actionable intelligence™ solutions for an optimized enterprise and a safer world. More than 10,000 organizations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.



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