

Enabling the modern workforce.

AND WHAT ABOUT ENABLING THE MODERN CUSTOMER?

Starting at the very top of the organization, the single most important responsibility management has is to ensure employees have what they need to perform their jobs at peak performance. This enablement is the hallmark of any well run and successful company, organization or institution. In days past, that typically meant a desk, a phone, a supply closet with all sorts of office items and perhaps an internal mail delivery system. In most cases it also meant that management provided certain human comforts to keep the employees happy, a place for lunch, perhaps coffee stations, adequate restrooms and very often even parking for those that did not live near or used public transportation. Sound like ancient history? Perhaps. Back then it was very clear and obvious what was needed in order to enable the employees to do their job. Even if you were self employed you knew what you had to have in order to do your job.

Yes, back then it was easy but today's workforce needs an entirely different means of support. In some ways it's a bit like the chicken and egg scenerio. Which came first, the evolution of the workforce or the technology that enabled the workforce to evolve? You will not find the answer here, but it's safe to say that without the evolution of both we would still be making trips to the supply closet!

Today's workforce is mobile, most likely working from home (if not full time at least part of the time) and bouncing back and forth between technology that remains on premise and in the cloud. They are dependant on robust networks that need to seamlessly work with one another, cellular service, and access to information that will interact with a variety of devices. It is safe to say that management's job to enable the modern workforce is not an easy task. Perhaps that is why there is such an emphasis on automating manual tasks and using technology to streamline work flows. Regardless if you are working for a Fortune 500 company or are self employed, access to the information you need is key to your success.

Let's break this down into work groups to more easily observe what is required. For instance what a contact center agent requires is going to be very diferent from what a developer, a shipper, a sales person or any number of positions needs.

The contact center agent is a company's first point of contact to their customer base. They interact with callers constantly either by placing calls or answering calls. Much of what they do is redundant, so providing self-service applications for callers enables the contact center staff to have more time to deal with those situations that are not simply yes or no qustions. Contact center agents, who may be on premise or in the cloud, both need access to information about the people they will be speaking with. Applications that "pop" information to the agents' screens (past memos, orders, account information, caller IDs etc.) enable the agent to make informed decissions about how to conduct the call.

CI (who is now a completely cloud based company) and their Screen Pop Premium (SPP) works for and with employees and their self-service applications for the calling customer are just two examples of how today's solutions are enabeling the modern workforce and the modern customer!

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