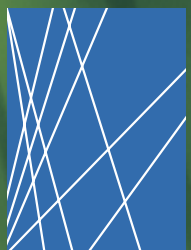
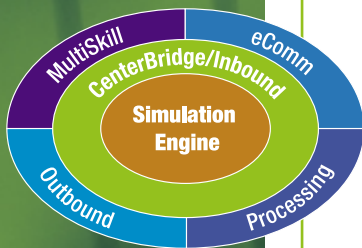


CenterBridge

Advanced Features



BAY BRIDGE

DECISION TECHNOLOGIES

As call centers continue to evolve into multiskilled, multi-channel servicing centers, the need for effective and accurate forecasting, planning, and analysis capabilities grows. The CenterBridge/Advanced Features™ modules meet the planning and analysis requirements of the complex contact center network.



CENTERBRIDGE/MULTISKILL™

While multiskilled agents and sophisticated call routing capabilities can both enable an enhanced contact center resource use and improve the customer experience, these capabilities also make planning more challenging.

CenterBridge/Multiskill is the first and only discrete-event simulation planning and analysis system available for multiskilled contact centers. Built on CenterBridge's patented simulation engine, CenterBridge/Multiskill is accurate and fast.

CenterBridge/Multiskill supports hiring planning, staffing optimization, service quality performance prediction, overflow and backup routing forecasting, and sensitivity analysis for the multiskilled contact center network. It also includes powerful validation tools that enable users to continually monitor the accuracy of its predictions.

Benefits

■ Set Mathematically Optimal Staffing Levels:

CenterBridge's unique mathematical optimization features quickly solve the critical problem of when, where, how many and for which skill groups your agents should be hired to achieve service quality goals without overstaffing. CenterBridge also looks across skill groups to determine the best blend of hiring or need for overtime.

■ Forecast Overflow and Backup Volumes:

With its "call by call" discrete-event simulation, CenterBridge/Multiskill tracks simulated contacts as they are routed to queues and handled or abandoned. This enables it to predict where your contacts will be handled for each call type/agent group combination.

■ Predict Key Multiskill Metrics:

CenterBridge/MultiSkill enables the tracking of new metrics that have largely been absent from workforce planning: Capture Rate and Purity Rate. You can now have control over where calls are answered (Capture) and how much time is spent on the most important calls (Purity).

■ Manage to Multiskill Staffing Goals:

CenterBridge/Multiskill generates staffing requirements and hiring plans to achieve both your target service standards and your capture and purity rate goals. With it, you ensure that your calls are handled by the agents best equipped to service each call type.



CENTERBRIDGE/ECOMM™

Email and instant messaging/chat, are two emerging contact channels that have the potential to reduce phone contact volume and improve the customer experience. However, they can also create coordination and planning challenges as your number of contact channels increases.

Before CenterBridge/eComm, the modeling technologies did not exist to create accurate methods for strategic and capacity planning for contact centers that blended email, chat, and phone contacts. Now, CenterBridge/eComm brings the same patented discrete-event simulation modeling technologies and the analytic features that Bay Bridge has used to revolutionize phone contact planning to these new contact channels.

Benefits

■ Enable Analysis of Complex Scenarios:

CenterBridge/eComm makes strategic planning and analysis possible for contact centers with phone, e-mail and IM/chat contact types handled on a block scheduled

or blended basis. “What-if” analysis is now easy, accurate, and quick.

■ **Account for Efficiencies:**

CenterBridge/eComm properly models the economies of scale of larger operations and the economies of scope that can be achieved with multi-channel agents. Your plans will reflect the real efficiencies of your complex operation.

■ **Save Money with Optimal Staffing Plans:**

In CenterBridge/eComm, integer programming-based hiring and overtime optimizers produce just-in-time hiring plans across complex networks of multi-channel agents and can yield large accuracy and staffing requirements improvements over spreadsheet developed plans.

■ **Track Work Queues Over Time:**

Modeling deferrable work (e.g., email or work cases), requires keeping track of queue length and work inventories across multiple contact types and agent groups. With CenterBridge/eComm, you can accurately forecast the aging of your contact inventory and predict service levels across user-defined time periods, from hours to days to weeks.

Concurrently, for blended inbound/outbound groups, CenterBridge/Outbound also accurately calculates the service level and other inbound metrics for the inbound call volume.

Benefits

■ **Perform Profit-Based Analysis:**

CenterBridge/Outbound has a unique ability to marry operational performance forecasts with financial forecasts and produce powerful what-if analyses of the revenues expected with each staffing level and inbound/outbound mix allocation scenario. You can determine the revenue-optimal blend of outbound versus inbound activities, and manage your resources accordingly.

■ **Manage List Productivity:**

The more outbound resources applied to a calling list, the less efficient the overall exercise becomes. These diminishing returns are the result of list exhaustion: the more a list is called, the lower the yield per calling hour. CenterBridge/Outbound allows you to match the amount of resources to the size of each marketing list to find the “sweet spot” of work effort that maximizes profitability.

Benefits

■ **Set Accurate Staffing Levels:**

CenterBridge/Processing produces accurate, optimal, and validated staffing plans previously unavailable using other methods. You can now set staffing based on contact characteristics to achieve service levels, inventory, throughput and cost goals.

■ **Forecast Inventory Throughput:**

With CenterBridge/Processing, track your process service levels, measured in hours through days, and keep track of your inventory levels at each process step to identify bottlenecks and inventory build issues. You can now determine the best trade-off between staff cost and process performance by each week of the year and manage to an optimal blend of hiring vs. overtime.

■ **Model Capacity “What-ifs”:**

CenterBridge/Processing enables the evaluation of competing staff and service plans for your processing center. Plan for potential volume and variances with “what-ifs” that evaluate alternative staffing scenarios, hiring plans, or overtime allowances. ■



The job of planning for outbound contact centers has a twist: unlike planning for inbound contact centers, the outbound planning task is not to match your staff to the work requirements. Instead, it is to make the most efficient use of your outbound dialing lists in order to your achieve contact and sales goals.

CenterBridge/Outbound understands this. The simulation model of the outbound dialer simulates outbound agent group performance as staffing scenarios change. Performance is tied to a series of probabilities (e.g., right party contact, wrong party contact, sales closure probability) which determine the effectiveness of each calling attempt.



Whether you call these groups back office, off-phone, processing, or casework, you know that planning for these functions is critical to your business. While planning for processing functions has received less attention than planning for traditional call centers, in many ways, planning for these groups is just as important and can be more difficult.

CenterBridge/Processing greatly simplifies planning for processing centers. With CenterBridge/Processing, you can develop staff and capacity plans for your processing center to achieve a variety of service metric goals. You can run multiple “what-ifs” to determine optimal resource levels while tracking process inventory and your operation’s throughput.

CenterBridge/Advanced Features represent the state of the art in contact center strategic and capacity planning and will take your organization to the next level of planning sophistication, efficiency, and effectiveness. And with CenterBridge/Advanced Features, you will realize the maximum benefit from your significant investments in multiskill and multi-channel servicing technologies.

CONTACT US TO SEE HOW CENTERBRIDGE™ CAN HELP YOUR ORGANIZATION PLAN TO SUCCEED!

| Bay Bridge Decision Technologies, Inc. | 900 Bestgate Road | Suite 210 | Annapolis, MD 21401 |
| Phone 410.224.7778 | Fax 410.224.7624 | www.baybridgetech.com |