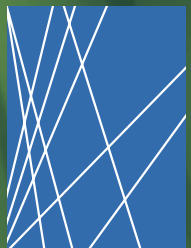


# CenterBridge



BAY BRIDGE

DECISION TECHNOLOGIES

**CenterBridge™ is the industry standard strategic and capacity planning system used by the world's leading contact center organizations.**

***An investment in the CenterBridge System pays for itself by providing faster, more accurate plans and budgets, reduced staffing costs, better and more consistent service quality, better strategic decisions, and higher revenue and profit.***

## STRATEGIC PLANNING

In a globalizing, competitive marketplace, contact center executives must deliver high levels of service at lowest cost from their contact center networks. These networks are complex, with multiskilled agents handling numerous phone and non-phone (e.g., e-mail, chat, and back office/case work) contact types across multiple contact and processing center locations. At the same time, many organizations are deploying customer segment-based sales and servicing strategies, which intensify the management and planning challenge.

As a result, the demands on the contact center planning organization, to predict, plan, and optimize for these networks have never been higher. The old ways of planning — including traditional spreadsheet-based approaches and Erlang equations — are no longer up to the task.

To meet this challenge, today's forward thinking contact center leaders are investing in the CenterBridge application to advance their planning processes. By improving the planning process, they are making better decisions faster and achieving a higher, more consistent service level at the lowest possible cost.

## WHAT IS CENTERBRIDGE™?

CenterBridge is a multi-user, enterprise-class, what-if analysis, staff planning, and budget planning system for contact center networks.

CenterBridge offers:

- Forecasting
- Staffing requirements
- Hiring, overtime, and leave planning
- Average speed of answer (ASA), service level, abandon rate, and occupancy predictions
- “What-if”, sensitivity, and trend analysis
- Budgeting and variance analysis
- Historical reporting

These features are available for single and multiskill agent groups handling inbound phone, outbound phone, e-mail, chat, instant message, casework, and processing contact types across multiple locations.

With CenterBridge, users within your enterprise will quickly and accurately develop weekly, monthly, annual, and multiyear planning scenarios for the contact center network. Each scenario delivers forecasts of key drivers (e.g., call volume, handle time, shrinkage), weekly hiring, overtime, and leave plans, ASA, abandon rate, and service level predictions, as well as detailed budgets and variance analysis vs. historical actuals.

“Not only did CenterBridge reduce our labor costs by 5%, but it cut our planning time by two-thirds.”

- Top Three Global Car Rental Company

“CenterBridge has helped us get noticed! Now we not only answer the boss’ questions, we can predict them!”

- Top Ten Hospitality Industry Company

“CenterBridge provides options and solutions instead of the delays and roadblocks produced by our old process.”

- Top Ten Lodging Company

“CenterBridge has turned our planning process from reporting staffing numbers to interactively analyzing what-ifs and making decisions with senior management. We are now consulted on every major decision within our center organization.”

- Top Three Investment Company

## BENEFITS

The CenterBridge system gives you the planning and analysis capabilities to create accurate forecasts, precise staffing requirements, optimally timed hiring plans, accurate service quality predictions, comprehensive budgets, and insightful trend and sensitivity analysis capabilities you need to proactively manage and stay ahead of the challenges in your business.

In addition, CenterBridge saves you time. Analysis that can take days in spreadsheets takes minutes in CenterBridge. You can evaluate new ideas, respond to new challenges “on the spot” and develop and implement action plans before small problems become large.

As a result, your organization will significantly reduce staffing costs while improving key customer service quality performance metrics. You will achieve your contact center goals on-time and on-budget.

## SPEED AND ACCURACY: CENTERBRIDGE™ HAS BOTH

### *A Slow Decision is No Decision*

With volatile markets, demanding customers, fast moving competitors, and complex contact center networks, contact center managers must respond in real time with analysis, plans, and actions to be successful.

Traditional contact center planning and analysis approaches bog down when tested with strategic and “what-if” analysis. Traditional simulation-based contact center modeling approaches, while accurate, are also slow, with each “run” taking hours to complete. These types of systems are not fast enough to be used for real time decision-making.

CenterBridge uses patented technologies to produce accurate results with unprecedented speed while automating many tedious planning steps. This technology enables timely what-if analysis, empowering contact center planners to respond quickly to management’s questions and concerns.

## *Accuracy is Everything*

Every contact center is different, yet the standard Erlang equations behind most planning spreadsheets assume, for example, that a reservations center and a technical support center are exactly the same. Systems that make this assumption cannot be consistently accurate.

CenterBridge recognizes that all centers and contact types are different. At the heart of CenterBridge are discrete-event simulation models for each of your contact types. Our patented modeling approach accounts for the unique aspects of your network such as your customers’ patience while waiting on hold, your call routing strategies, the variability of handle times, and agent behavior and efficiencies, to produce the industry’s most accurate staffing requirement and service predictions.

CenterBridge is the only contact center planning system that compares its predictions for staffing against actual historical data to provide a ready validation including summary statistics for actual system performance. With this validation comes confidence, and this confidence brings benefits to all CenterBridge users. When you demonstrate CenterBridge’s accuracy, executives become confident in your “what-if” scenario analysis, your plans, your strategic recommendations, and most importantly, you. With its ability to quickly and accurately respond to executive management questions, CenterBridge gets you a seat at the decision-making table.

## THE POWER OF FORESIGHT

CenterBridge’s forecasting module uses historical data in conjunction with a library of advanced forecasting methods to predict any planning input metric needed such as call volume, handle times, vacation time, attrition rates, wage rates, and sick time.

CenterBridge’s library of advanced forecasting methods that can be used alone or in combination includes:

- Moving Average
- Single Exponential Smoothing
- Linear Regression
- Linear/Double Exponential Smoothing
- Holt-Winter (Multiplicative and Additive)
- Point Estimate
- Weighted Averages
- Customer or Campaign-based

With this library, you can create robust forecasts specific to your contact center network:

- Plan for volume driving events, such as periodic marketing campaigns and seasonality.
- Perform staffing “what-ifs” against multiple call volume forecast scenarios.
- Maintain, update, and evaluate forecast accuracy within CenterBridge — no need to link multiple spreadsheets.
- Forecast important but often overlooked planning metrics, like seasonal sick time or employee attrition.

Better forecasts mean better plans. An integrated process for developing forecasts in conjunction with staff plans and budgets will result in a faster planning cycle, more accurate plans, and less operational performance variance.

## STAFF PLANNING OPTIMIZATION

### Staffing Requirements Planning

Using its advanced simulation-based approach, CenterBridge calculates staffing required, accounting for the benefit of multiskill efficiencies, to achieve target ASA, service level, abandon rate, and occupancy goals by week over a multi-year horizon. CenterBridge will display the over/under requirement for each staff and contact type, and interactively recalculates as staffing parameters are adjusted.

### Just-In-Time Hiring

Determining when, where, and how many agents to hire is a complex problem. The numerous variables associated with a hiring plan or schedule, such as seasonal contact volumes and handle times, productivity differences across centers, and agent “learning curves”, make developing an optimal hiring plan by hand impossible.

By automating and optimizing the planning process, CenterBridge automatically creates the best plan possible using its integer program-based optimization wizard. This means that with CenterBridge plans, your staff will start just when they are needed — not too early or too late — saving you significant cost.

And, if you change any plan parameter or goal, CenterBridge will automatically generate a new hiring plan, a new service quality forecast, and an updated budget.

### Staffing Analysis

CenterBridge’s staff planning optimizers can be used interactively to find the best answer to questions such as:

- Should we hire to hit peak volumes or use overtime?
- What are the most efficient centers to hire into?
- What is the cost of not having enough classroom capacity?
- What is the staffing benefit of running seasonally different service levels?
- How much of an unexpected call volume increase can be covered with overtime?

## ROI DRIVERS

Save 3% to 5% of agent staffing costs with more efficient hiring, overtime, and leave plans

More efficiently staff multiskill contact handling agent groups

Improve service quality consistency

Save 50% to 70% of annual planning and analysis hours

Reduce time to market for new ideas and critical strategic and investment decisions

## COMPREHENSIVE ANALYSIS TOOLS

The CenterBridge system offers a complete complement of advanced contact center analysis tools.

### What-If Analysis

Since CenterBridge is simulation-based, you can create an unlimited number of accurate what-if scenarios allowing you to readily evaluate the impact of any changes to your operation. You will now be able to answer management questions, quickly and with confidence, like:

- We expect marketing programs to generate 20% more calls than last year. How can we maintain our service levels - should we hire, offer overtime, or both? What will happen to ASA if we cannot hire as we plan?
- What is the cost vs. benefit of achieving an 85% vs. a 75% service level?
- Does the ROI for a new cross-sell program meet the hurdle rate?
- What will happen to occupancy rates if handle times continue to grow?

CenterBridge's "what-if" analysis capability is critical to good decision making, as it enables management to rapidly explore and evaluate alternatives.

### Sensitivity Analysis

CenterBridge's interactive sensitivity analysis features graph the relationship between key performance drivers (e.g., call volumes, shrinkage) and expected financial and operational performance (e.g., ASA, cost per call).

Critical business questions, like the following, can be answered in minutes:

- What are our most profitable service goals?
- What is the true cost per call of shrinkage?
- What is the relationship between service level and abandons or service level and ASA?
- How will abandons increase if I am short of staff by 5% or 10%?

### Reporting and Trend Analysis

You can use any of the over 400 CenterBridge metrics and build trend and time series reports. CenterBridge allows users to develop powerful analyses based on any grouping of staff, call type, and center. For instance, you can create reports that compare contact centers to each other, history vs. forecast values, or totals for one region vs. another, and you can store your report templates and share them with other users.

### Budgeting and Variance Analysis

CenterBridge's variance analysis compares your historical plan with what actually happened (e.g., last year's actual performance by week with last year's forecasted performance), compares your plans against each other, or compares your scenario's future against its past. CenterBridge supports the storage of shared budgets on the system server, accessible by authorized users. These budgets can be used for unit, percentage, and rate/volume variance analysis reports that detail the relative dollar contribution of each driver to the total dollar variance.

### HISTORICAL DATA MART

CenterBridge integrates with all major ACD brands, workforce management

systems, and payroll systems to load and store historical data in its data mart.

CenterBridge's data mart enables historical reporting by contact center, staff type, call type, and user defined groupings. It also supports many of CenterBridge's other features such as accuracy validation, forecasting, trend analysis, and variance analysis.

### WHY CENTERBRIDGE™?

CenterBridge is the world's first comprehensive strategic planning system for contact center networks. Companies, both large and small, representing a total of over 150,000 agents have made CenterBridge the industry standard contact center strategic and capacity planning and analysis system.

Our customers are acknowledged leaders in their industries and include top tier companies in:

- Car rental
- Credit card
- Telecommunications
- Brokerage
- Insurance
- Commercial banking
- Utility
- Entertainment
- Lodging
- Outsourcing

CenterBridge will enhance your organization's analytic capabilities, enabling you to develop quicker, more accurate, and more optimal plans to drive improved service quality at lowest cost. ■

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

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