

# Hyatt Hotels Improves Contact Center Planning

**WEBINAR:** *Strategic Planning Software Delivers Hyatt Hotels' Planners a Better Night Sleep*

**SPEAKER:** Steve Gordon, Scheduling Manager, Hyatt Hotels World-wide

**LINK:** [Listen Here](#)

There are two certainties since Hyatt implemented CenterBridge: 1) decision makers have a better understanding of the operation as a whole and 2) decision facilitators benefit from a cohesive contact center performance history that allows them to ground decisions in historical fact.

CenterBridge delivers a clearer picture, faster decision making, and an overall more efficient, easy-to-use planning process. For Hyatt Hotels, an argument for any other planning method simply doesn't stand a chance.

## Hyatt before CenterBridge

Hyatt Hotels receives 10 million calls annually. Needless to say, contact center planning is very serious business. Like many contact centers, Hyatt was using spreadsheets to build and manage their long-term plans. These spreadsheets were large, came in a variety of versions, stored in multiple folders, and shared across multiple users.

Fortunately Steve, along with his managers, realized that spreadsheets were not a solid foundation to base long-term operational decisions. Listen as Steve identifies the key symptoms of inefficiency that Hyatt experienced as a result of using large, complex spreadsheets to drive strategic decision-making:

- **Accuracy:** Multi-user spreadsheets lose accuracy over time because formulas are easily deleted or overwritten by raw data.
- **Consistency:** Errors in spreadsheets are commonly overlooked by managers, i.e. creating a snowball effect from one plan to the next.
- **Cohesiveness:** Inconsistency in plan assumptions across multiple users over time obscures the real picture of what's happening.
- **Operational Changes:** With a complex spreadsheet, any small restructuring in the operation requires a massive spreadsheet rewrite; sacrificing time, money, and resources.
- **Actualizing Data:** Assumption data, actual data, and forecast data often blend together, making it difficult to analyze each data type individually.

## What is CenterBridge?

CenterBridge is the first capacity planning and analysis system for large and/or multi-site contact center organizations and was designed with the purpose of improving both contact center efficiency and decision-making. Fed on ACD, workforce management, and payroll data, CenterBridge is able to analyze complex operational scenarios in minutes. These rapid analyses serve as the back-bone for your long-term planning process that is faster and more accurate. CenterBridge ensures your business decisions are based on real knowledge about your contact center.

CenterBridge is designed and built to ensure that- through hiring, overtime, undertime, and shrinkage management- the correct number of contact center agents are trained and available when needed week over week. Because analyses are so quickly available, you will have the resources to dig deeper, and further than you've ever been able to go before. You will know the impact of every proposed operational or service change across the entire enterprise before it's implemented.

## What using CenterBridge Can Do For Your Contact Center?

- Predicts key metrics such as average speed of answer, service level, abandon rate, and occupancy. It also accommodates phone, e-mail, chat, outbound contact types, and back office operations.
- Detailed planning for new hires, terminations, overtime and unpaid leave, organized by week, call type, agent group and contact center site.
- Hiring, termination, overtime, leave plans, and financial projections are automatically linked and performed in one application.
- Account for shrinkage line items organized by week, agent group, and site.
- Utilize simulation based, rather than excel based, equations and validates with your ACD data to ensure accuracy.

**To learn more about how CenterBridge can help your contact center, please visit our website at [www.baybridgetech.com](http://www.baybridgetech.com).**

**Bay Bridge Decision Technologies®** is the number one supplier of customer contact channel strategic and capacity planning solutions. In the decade since bringing to market the industry's first contact center capacity planning system, Bay Bridge has been driving innovation in contact channel forecasting, capacity planning, staff planning, and strategic analysis for the world's top brands.

Want to learn more about how CenterBridge can help *your* organization? Contact us today to request a **FREE Product Demo** or visit our website at [www.baybridgetech.com](http://www.baybridgetech.com).