
Liberty Mutual Uses Advanced Strategic Planning

WEBINAR: *Using Sophisticated Strategic Planning Software, Liberty Mutual, Discovers New Opportunities*

SPEAKER: Patrick Flynn, Senior Forecast Analyst, Resource Management, Liberty Mutual Customer Response Center

WHEN: [LISTEN HERE](#)

Liberty Mutual is the nation's eighth-largest provider of auto and home insurance handling over 13 million calls countrywide each year. Calls range from policy updates and changes to questions about insurance products and coverage. This includes 5.4 million calls handled by more than 1,000 employees in Liberty Mutual's four personal lines call center operations -- Phoenix, Tampa, Mishawaka, Ind., and New Castle, Pa. -- and approximately 7.6 million service calls handled by another 1,700 employees in more than 350 local offices in the U.S.

Patrick Flynn, senior forecast analyst, shares his planning experiences both before and after the implementation of CenterBridge. Listen in to hear about the transformative impact CenterBridge has had on the overall contact center operation.

Webinar Discussion:

- How Liberty Mutual currently utilizes CenterBridge for operations planning in their contact center. Specifically, Patrick touches upon:
 - Service level forecasting
 - Volume forecast management
 - Automation of resource planning
 - Managing stretch goals and initiatives
- The Future of contact center planning at Liberty Mutual. This includes a larger number of what-ifs and scenario planning options to afford executives more choice in planning for long-term success.

[LISTEN NOW](#) and learn more about how CenterBridge changed operations planning at Liberty Mutual

What is CenterBridge?

CenterBridge is the first capacity planning and analysis system for large and/or multi-site contact center organizations and was designed to improve both contact center efficiency and resource 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 enabling faster, more accurate decision making. Using CenterBridge your business decisions are based on real knowledge about your contact center.

Because analyses results 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?

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

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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.