

DISH Network

Company sees real business results with Aspect solution



Results

- **Increased schedule adherence from 50 percent to 90 percent**
- **Improved enterprise scheduling, staffing and forecasting across 18 sites and 10,000 agents**
- **Improved workforce management for both inbound and outbound agents**
- **Increased job satisfaction**

The Company

Headquartered in Englewood, Colorado, the DISH Network Corporation is the nation's third largest pay-TV provider and the leader in digital television. It provides more than 13 million satellite TV customers with industry-leading customer satisfaction, which has surpassed major cable TV providers for eight consecutive years. The company operates 18 contact centers with 10,000 agents.

Motivation for Change

DISH Network needed a way to better manage its large, and growing, agent workforce across multiple contact center sites. The company realized that its current solution couldn't manage the business growth, or the multiple contact channels, including inbound, outbound, email and chat.

The workforce management solution that the company previously used did not offer all the reporting tools needed to track comprehensive progress and productivity. For example, DISH Network could only measure how many agents were needed, but did not have the capability to forecast peak call times or manage agent schedules by skill sets. The supervisors also didn't feel like they were getting the most out of the staff capacity planning tools that were in the old system. When numbers were pulled to measure schedule adherence, the contact center was only reaching 50 percent, which meant that the company was regularly losing a large amount of money in scheduling agents.

DISH Network realized they needed advanced technology that could offer both inbound and outbound workforce management capabilities, as well as track schedule adherence for agents managing phone, Web and chat interactions. The software also needed to be able to integrate to third-party automatic call distributors (ACDs) and manage outsourced contact centers.

Why Aspect

DISH Network looked at three different contact center vendors. The company selected the workforce optimization solution from Aspect based on the company's reputation, its ability to scale as the company grew, its extensive reporting tools, its outbound workforce management capabilities, and the overall usability of the software.



"In our previous integration, we had used a different workforce management vendor and it took about two years to really get things stable. We had Aspect up and running— all data integrated, everything working— within three months. Aspect delivered the solution on time, with historical data and everything in the system. It was a really great experience."

**- Rebecca Kuhn
General Manager, DISH Network**

The company implemented Aspect® Workforce Management, which accurately forecasts contacts, creates employee agent schedules and tracks staffing performance for single, multiskilled, multichannel and multisite contact centers. In addition, DISH Network is using the full set of its enhancement features to help improve agent adherence and productivity, empower agents to manage their own schedules, fine-tune agent performance, increase workstation utilization and simplify the management of multisite and outsourced operations.

Results

Aspect implemented the solution in under three months, which was an extremely successful deployment considering the size of the dispersed workforce. This was a major change from the company's previous workforce management vendor, which took two years to be fully implemented. DISH Network's architecture team and Aspect worked closely together to customize the solution to meet the company's business requirements and overcome any enterprise deployment challenges.

The company is now measuring schedule adherence and providing it out to the agents in their desktop interface. As a result, DISH Network is now seeing schedule adherence

drastically improve to 90 percent, helping DISH Network save millions of dollars annually and increase job satisfaction overall.

The company is also leveraging inbound and outbound workforce management capabilities to improve scheduling and forecasting for the phone, Web and chat agent teams. Since integrating all of the data, agents and supervisors can see not only how many campaigns have been run, but how many outbound calls were made, how many were completed, as well as outbound campaign success rates. DISH Network has also been expanding its chat solution within its centers, and Aspect Workforce Management has been a key component to ensure that the company can monitor how much time it is being utilized and if there is a need or an opportunity for improved efficiency in chat interactions.

DISH Network is looking for the maximum amount of efficiency from the smallest amount of agents. With Aspect Workforce Management, the company is able to ask its agents to identify different skills to manage different customer calls and Web interactions. This helps the company ensure that customer inquiries are resolved quickly by the most knowledgeable agent. The company is confident in the stable reporting features of Aspect Workforce Management and will continue to use the solution to track productivity, schedules and forecasting.

"I know that any time I call my support staff at Aspect, and they know my exact environment. They know how many servers I have, they know how many skills I have, and they know exactly what they can do to help."

**- Rebecca Kuhn
General Manager, DISH Network**

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About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

