



William Hill

Global online betting and gaming company using Aspect's WFM Assessment Tool certified by Frost & Sullivan



The Organization

Founded in the UK in 1934, William Hill is a global online betting and gaming company. It is organized into four business segments: retail, online, U.S. existing, and U.S. expansion.

Today, the company has over 16,000 people worldwide. Its company's product and service portfolio comprises various activities such as gaming machines in licensed betting offices and online and telephone activities including sports betting, casino, poker, and other gaming products.

Motivation for Change

William Hill's customer base increased massively in line with the growth in the online gambling market/sector and as a result knew they needed to bring in additional tools such as WFM as their Customer Service agent population grew. Making sure they had the right agents at the right time with the right skills was key to ensuring their customers had a great experience whenever they had to reach out to customer services with a question.

William Hill adopted Aspect's tool to help professionalize its WFM and drive greater buy-in for WFM investment across the company.

The Benefits

- Help professionalize William Hill's Customer Experience focus through sophisticated WFM
- Helps establish baseline statistics as well as scenario modeling for investment decisions
- Helped William Hill articulate business case for investment in workforce



- Helped compliment skills and experience with automated tools like the Aspect Calculator
- Aspect support in WFM education across William Hill divisions
- Creates shared language around the importance of CX and WFM across William Hill
- Aspect serves as third-party which offers further validation on WFM optimization
- Supports William Hill in establishing strategic objectives and goals for specific investments
- Provides a check-in / validation tool across a quarter or year after implementing a specific initiative

“It’s not just the calculations and understanding the what. It’s really about clarifying and visualizing the wow.”

– Head of Customer Service Systems Improvement

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About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our large-enterprise contact center software is used by millions of agents every year and supports billions of consumer interactions around the world. Flexible, highly scalable, best-of-breed applications for self-service, live contact management and workforce optimization help companies keep agents engaged while providing exceptional customer service experiences. Available on-premises or in your choice of hosted, private or public cloud environment. For more information, visit www.aspect.com. Follow Aspect on Twitter at [@AspectSoftware](https://twitter.com/AspectSoftware). Read our blogs at <http://blogs.aspect.com>. #GOODCALL

