



Rock Your Business

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The Brains Behind Brainforce

You might know Brainforce as the team that analyzes business operations data. While this is true, we're also much more than that.

Brainforce is the 'air traffic control' of Rock Connections. We have an overall view of company performance as a whole and also broken down glimpses into the success of each campaign. Brainforce is workforce management.

What is Workforce Management, Exactly?

The objective of workforce management is to get the right number of people and the right team member roles, in the right place at the right time, performing the right tasks. It's not so much just making schedules. It's more about **balancing** our campaign goals with team member scheduling.

Successful workforce management is pretty important to navigating the ebb and flow of the business. We enable the entire company to have the required data to make informed decisions for greater efficiency.

Brainforce focuses on four main business operations functions: forecasting, scheduling, reporting and real-time monitoring.



Marc Amabile
Brainforce Team Leader

Workforce Management = Air Traffic Control Center



Forecasting



Scheduling



Reporting



Real-Time Management

Forecasting

Utilizing historical data we predict the amount of calls and leads to expect per year, and all the way down to a 15-minute interval level. This helps us to anticipate workloads and prepare accordingly.

Scheduling

We use the forecast to build schedules strategically, getting the right number of team members in place at the best times for them to be successful. Even more, this provides leaders insight into optimal times to conduct meetings, coachings or other activities that might require time away from the phones.

Reporting

This gives visibility into the overall health of each campaign with data relative to service level agreements and scope of work specifics that we have with each of our partners. Reporting also allows us to identify areas where we might be lagging, and gives leaders opportunities to coach their team members in these areas.

Real-time monitoring

We even get in the trenches with production by monitoring call volumes, team member adherence and making real-time changes on the fly. This ensures that we're meeting those service level agreements and scope of work specifics each and every day.



Yes, We Need a Dedicated Workforce Management Team to do All of This

These four functions are pretty time extensive and require great attention to detail. Forecasting alone is an ever-changing, complex math equation; you really need to dig deep into the numbers to get a full understanding of how to forecast. (Google 'erlang calculation' if you're curious). And, it takes Brainforce a lot of time to develop strategic schedules based off of forecasting and consistent monitoring of the scheduling to optimize overall business success.

Our team leaders do a **great** job developing our team members and their skills. But adding workforce management responsibilities into the leader mix would limit your ability to focus on that development piece. That's where Brainforce comes in.

We Support Your Team Members, Too!

Brainforce listens to your team members' scheduling requests and develops those strategic schedules to accommodate them in a way that is also balanced with the needs of our clients. Remember: Our goal is to place team members at the right time **for them** to be successful. This means scheduling during high contact windows for those who are on outbound calls, to give those team members the best opportunity to get that sale or transfer. It could also be times when providers are shown to be calling in, who need the expertise and guidance of our resolution specialists particularly at those given times.

Brainforce is the epitome of 'Every client. Every time. No exceptions. No excuses.'

The Faces Behind the (Brain)Force



Adam Kaptanowsky – Associate Brainforce Specialist, Forecasting & Reporting

Michael DeLorme – Real-Time Analyst, Scheduling & Real-Time Monitoring



Amanda Opel – Associate Brainforce Specialist, Scheduling & Reporting

Nick Bonde – Brainforce Intern



Mike Diroff – Associate Brainforce Specialist, Forecasting & Reporting

Elisa Martin – Real-Time Analyst, Scheduling & Real-Time Monitoring



Brainforce is growing! We are currently in the process of bringing on a new Brainforce team member for our Vroom campaign.

Brainforce is here to support you and your team members! Feel free to Sift us or reach out to learn even more about us!


1 Comment



Wade, James

5 days ago

Good high level view of the importance of Brainforce to the overall health of the organization. Having the right number of TM's at the right time each day helps us to optimize our campaigns and improve the health of the company as a whole!

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