

Workforce Planning for Contact Centers with **Anaplan**

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Speakers



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Agenda

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Overview: Why Now?

02

Optum's Journey and
Business Outcomes

03

Q&A

04

Demo

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About Us:
Keyrus + Anaplan

Why Now?

90% of consumers say customer service is important in their choice of loyalty to a brand – [Forbes](#)

Customer Service Requests such as Fraud Claims have been **increasing by 17% YoY** – [2021 LexisNexis Fraud Study](#)

Business challenges

- Poor visibility into workload, and difficulty translating into workforce requirements
- Demand outstrips (not aligned with) supply of available workers
- Insufficient lead-time to find and onboard qualified people
- Inability to retain top talent

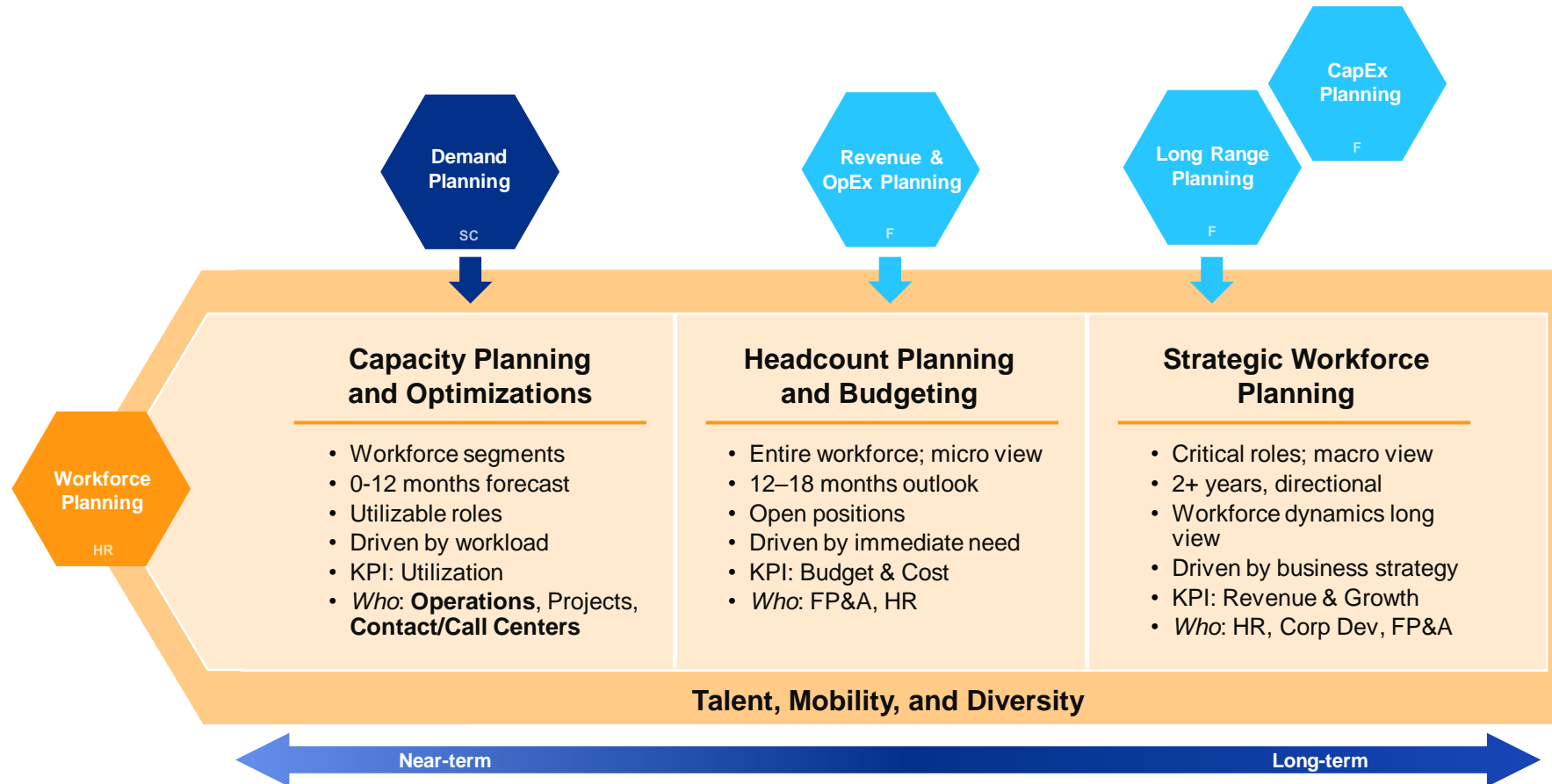


Impact to the business

- Lost revenue when resources aren't sourced: delayed projects, lower sales, decreased productivity
- Budget overage with unplanned hires and contract workers
- High cost of talent acquisition and development
- Poor alignment in skills, capabilities and capacity
- Increase in regrettable attrition

Big Picture:

Connecting workforce planning with the business



Value Statement

Current Challenges

- **Volatile Labor Market**
- **Manual planning** (Excel) leads to wasted time
- **Disparate planning processes** lead to disconnected ops teams
- **Inaccurate forecasts** lead to overspending and poor performance (over/under staffing)

How Anaplan Helps

- **Connect** all demand and capacity data across the Enterprise
- **Improve** forecast accuracy with Machine learning
- **Optimize** your planned demand routing with Anaplan optimizer
- **Consolidate** your processes

Benefits

- Up to **5-7% lower annual labor cost**
- **10% to 15% CSAT improvement**
- **1 year payback**
- **Reduce the hours it takes to plan**
- **Time to value advantage**
- **Increase the accuracy of interaction and headcount forecasts**

Optum Journey

02

About **Optum**

- We create a healthier world One insight, one connection, one person at a time.
- **Fortune 5** company
- **Forecasts wide variety of services** from calls, to ambulances, to **financing plans.**
- **100M+** customers
- Optum Rx fulfilled **1.37 billion prescriptions**



Challenges



Planned 35K
HC in 800+
spreadsheets
for 1 of 3
divisions



Hundreds of
fragmented
planning
process



Low confidence
in data quality



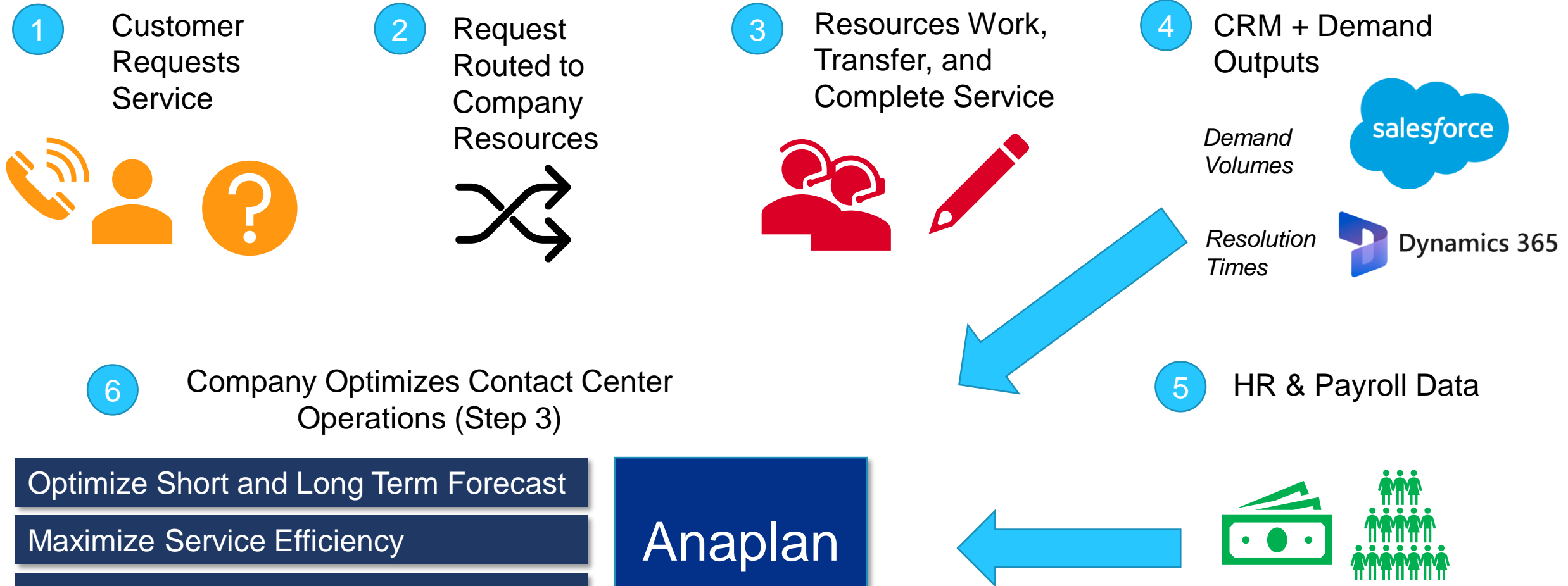
Frequent
change and
M&A activity

What This Means for the Business

- Expectation for a minimum **1%** efficiency gain in 1 year, which translates to savings of **\$20M** in annual labor costs net of investments
- Increase time to market by **20% - 30%**
- Improve time to resolution **10% - 20%**



How Does it Work?



Demo

03

Next steps

- Connect with us to discuss further:
 - Reach out to your Anaplan or Keyrus account manager!

OR

- Contact Sean Scanlon at sean.scanlon@anaplan.com
- Contact Josh Culberson at joshua.culberson@keyrus.com

Supporting info

- Read the 2022 Forrester Total Economic Impact™ (TEI) study of Anaplan:
<https://www.anaplan.com/resources/analyst-report/forrester-total-economic-impact-2022/>
 - *40% increase in workforce planner productivity with Anaplan*
- Learn how other organizations use Anaplan to build their planning capabilities:
<https://www.anaplan.com/customers/?filter=workforce>
- Check out Anaplan website for white papers and best practices:
<https://www.anaplan.com/anaplan-for-hr>
- Contact Center Planning Recorded Demo:
<https://www.keyrus.consulting/epm-contact-center-planning>

About Anaplan and Keyrus

04

What we do

Anaplan is a rapid, scalable, scenario-based **planning, modeling, and forecasting platform** that helps businesses improve decision-making, by *connecting financial, strategic and operational plans* in real-time.

2020+ proved it's a **MUST** have.



Anaplan's differentiation and value proposition

The Connected Planning Effect

... across the enterprise for faster, better **decision-making** to deliver *Big Business Outcomes*:



Growth

Drive Top Line Revenue



Margin

Improve Bottom Line



Governance

Better Manage Risk



Finance



Sales



Supply Chain



Human Resources



Who is Keyrus: make data matter

At Keyrus, we're experts at tackling complex problems and providing our clients with straightforward, effective, and scalable solutions. We help companies make sense of their data, solving current challenges, and looking ahead to the future.



automation &
artificial intelligence



human-centric
digital experience



data & analytics
enablement



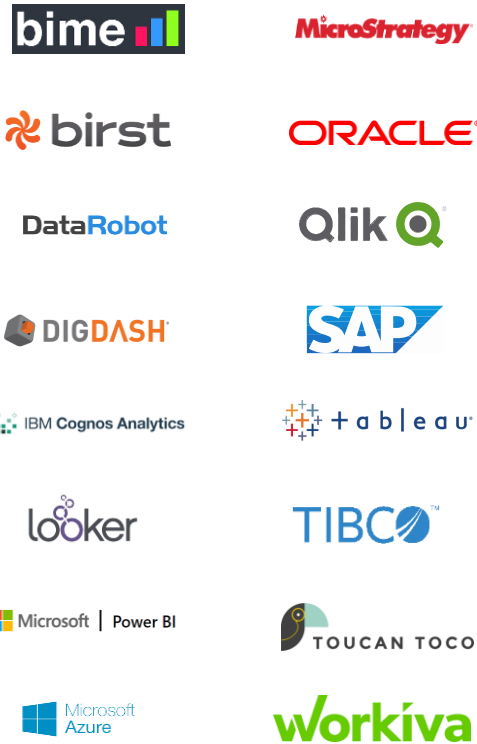
cloud &
security



business
transformation
& innovation

Keyrus Technology Partnerships

Business Intelligence & Analytics Platforms



Enterprise Information Management



Big Data & Data Science



Digital



Enterprise Performance Management



Cloud / SaaS Platforms



Other Solutions



Thank you!

keyrus
make data matter

Keyrus Awards & Recognition

Keyrus EPM Americas (formerly Impetus Consulting Group) was recognized as one of Consulting Magazine's 2019 Seven Small Jewels, highlighting the strong workplace environment and continued success in client delivery.

Consulting Excellence

CONSULTING[®]
THE PEOPLE • THE PROFESSION • THE LIFESTYLE

Keyrus was awarded Anaplan's 2021 AMER Partner of the Year, Talend's 2021 EMEA Partner of the Year, and Alteryx's 2019 North America Partner of the Year.

Our capabilities with such technologies allow for transparent and collaborative processes for data transformation, integration, and modeling.

Analytics & Connected Planning



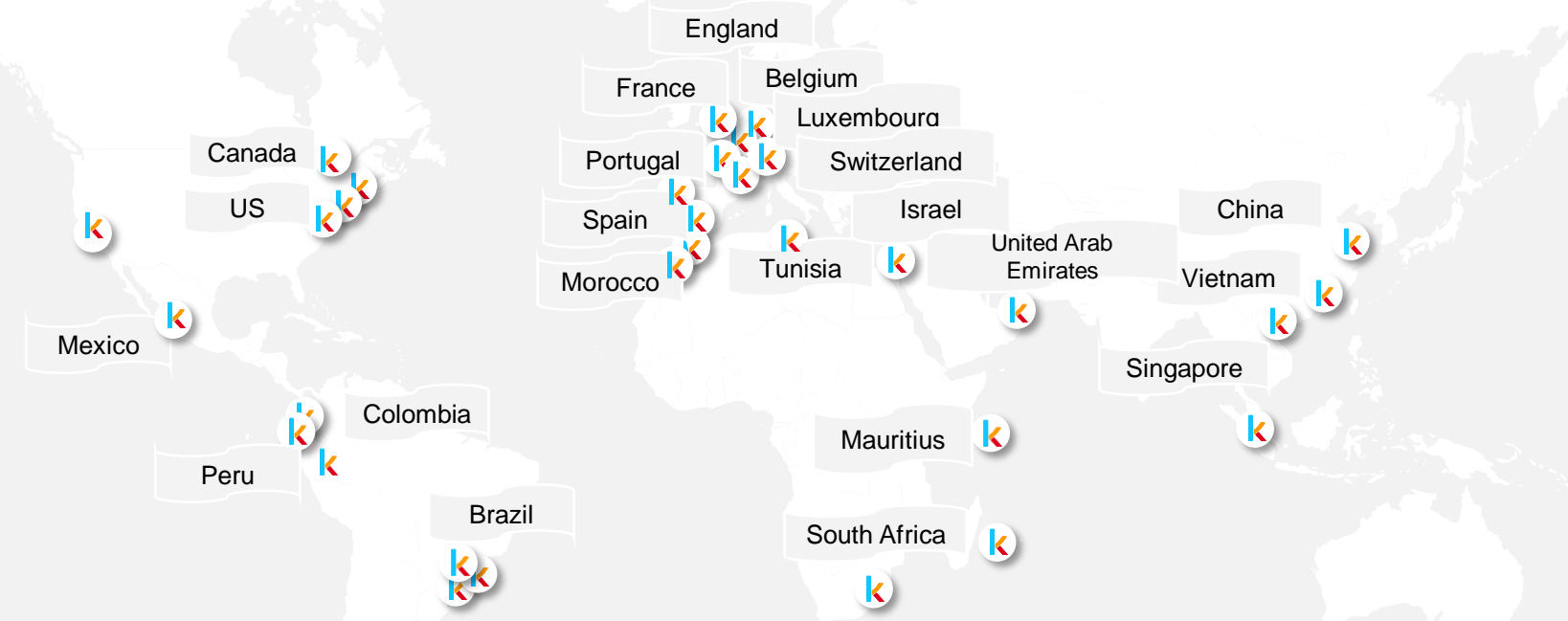
Keyrus received the 2021 Snowflake EMEA Partner of the Year award, 2019 Qlik Solution Provider of the Year - Latin America, and 2017 Tableau Emerging Partner of the Year - Americas.

Our expertise in these tools facilitates the delivery of actionable insights to our clients for decision-making.

Business Intelligence & Data Visualization



key data



25
years of experience



3000
employees



22
countries on 4
continents



€260,9
million in revenue
in 2020

epm global teams



150+
clients



250+
employees



9
countries on 4
continents



300+
projects