Case Study:
Aditya Birla Minacs

RESULTS
- Saved more than 100,000 hours of agent productivity per year
- Improved accuracy of scheduling and payroll, leading to higher agent satisfaction
- Scheduled agents faster and more effectively
- Automated reporting and payroll
- Standardized workforce management practices across the organization
- Improved communication between sites and departments

ABOUT ADITYA BIRLA MINACS
Aditya Birla Minacs operates a large, international business and knowledge processing outsourcing operation with some 10,000 agents stationed at contact centers around the globe. To maintain a healthy growth of the business while reducing overall costs, the company turned to the NICE IEX Workforce Management system. As a result, Minacs has become more efficient in workforce management and planning across the enterprise, saving well in excess of 100,000 hours in agent and management productivity.

THE CHALLENGE
Before the NICE system was implemented, Minacs used multiple methods in its workforce management processes. Each contact center used individualized and heavily manual processes to schedule agents and manage exceptions. Managing the operation as a truly integrated whole was impossible, as each site had its own rules and different agent pools and sites could not easily be compared to one another. Because one client might be served by multiple locations, Minacs began noticing the inconsistencies as well, leading to a push for change.

THE SOLUTION
Aditya Birla Minacs brought order to a vast contact organization with the NICE IEX Workforce Management system, resulting in a more efficient operation and a more satisfied agent pool.

ON THE NICE SOLUTION
“Managing the workforce properly is the key to being able to grow profitably and focus on increasing customer satisfaction.”

Shahab Baksh
Global Director of Business Excellence
Aditya Birla Minacs

VERTICAL MARKET:
Outsourcer

COMPANY WEBSITE:
www.minacs.adityabirla.com

LOCATION OF CONTACT CENTER(S):
Worldwide

TOTAL NUMBER OF AGENTS:
10,000

AVERAGE ANNUAL CONTACT VOLUME:
65 million contacts

ACD TYPE(S):
Avaya, Nortel, E-Pro, Genesys, Transera Seratel

NICE PRODUCT(S):
NICE IEX Workforce Management

www.nice.com
The NICE system provided the centralized platform for optimizing our KPIs, allowing us more accuracy in forecasting and scheduling, as well as enabling real-time management of our people and operations,” says Shahab Baksh, global director of business excellence at Aditya Birla Minacs. “Now, we do not have to rely on spreadsheets and time-consuming cut-and-paste operations.”

THE RESULTS

Previously, virtually all of the analysis at Minacs was done on a manual, ad hoc basis. “We determined, which activities were being completed by the limited reason codes, and all of our adherence information was tracked manually in spreadsheets,” Baksh says. Now, managers and supervisors have access to real-time adherence and performance data, including agent-by-agent snapshots, absentee information and change management KPIs. Minacs uses the Intraday reporting feature to adjust contact expectations for the remainder of the day and better meet FTE budget requirements.

Instead of bidding for schedules with manually constructed spreadsheets, agents now use the effective and intuitive NICE IEX WebStation Plus, which puts all agents on a level playing field and gives them a consistent view of all available schedule options and final assignments. Agents receive schedule notifications with two weeks of lead time, a marked improvement over the manual process. Now agents can manage their own schedule trades through WebStation, rather than working through a workforce management specialist, which created a delay. Minacs estimates that the automated WebStation Plus Schedule Bidding feature alone created nearly 500 additional hours of agent productivity each bidding period, while exception management through the WebStation Plus Advanced feature saves over 85,000 hours per year.

With the NICE system’s powerful forecasting capabilities, Minacs enjoys automatically-generated long- and short-term forecasts, which account for seasonal, annual and week-to-week changes in observed call volumes, as well as special scheduling needs defined by management. Significant changes to the workforce makeup can be simulated and reported in as little as an hour. “Not having to manage this data via spreadsheet offers huge time savings in work hours,” Baksh says.

With over 10,000 agents, even a low absenteeism rate can create a lot of extra work for workforce management specialists. Minacs introduced a NICE system-integrated IVR to help manage sick calls and late reporting. In conjunction with WebStation, the company saves 231 hours per week on absentee processing.

Because of its workforce management overhaul, Minacs has been able to redefine the roles of many of its workforce specialists. Analysts who in the past processed countless manual spreadsheets are now in strategic planning roles, devising and optimizing forecasts and conducting gap analyses. Specialists who created manual real-time reports now work with the NICE system’s automated real-time reporting, generating and executing on recommendations for staffing deviations based on real-time observations. Thanks to the NICE system’s integration with Kronos, Minacs can now use its payroll specialists more productively. Rather than poring over spreadsheets, these time-and-attendance analysts reconcile paid and scheduled hours and monitor payroll data for trends and anomalies.

With the NICE system, Aditya Birla Minacs has streamlined its workforce planning and management tasks, standardized the forecasting, scheduling and payroll aspects of its contact center and reduced costs while boosting the bottom line. “Managing the workforce properly is the key to being able to grow profitably and focus on increasing customer satisfaction," Baksh says.

ABOUT NICE SYSTEMS INC.

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™ solutions and value-added services, powered by advanced analytics of unstructured multimedia content – from telephony, web, radio and video communications. NICE’s solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in more than 150 countries, including approximately 85 of the Fortune 100 companies. More information is available at www.nice.com.