

Outcome-Based Workforce Management

From Activity to Outcomes

Traditional WFM optimizes adherence, occupancy, and schedule fit. Outcome-Based WFM optimizes resolution, cost-to-serve, and experience — the metrics the business actually pays for.

Traditional WFM

- Schedule adherence as the primary KPI.
- Occupancy maximized regardless of outcome quality.
- Overtime as the default capacity lever.
- Forecasting tuned to historic volume, not failure demand.

Outcome-Based WFM

- Resolution effectiveness as the anchor metric.
- Capacity aligned to demand *and* outcome quality.
- Failure demand removed at the source, not absorbed by headcount.
- AI and analytics surface intraday signals that change decisions.

Proven Results

- +179% WFM revenue growth influenced through outcome repositioning.
- \$200K+ combined workforce savings across enterprise programs.
- 3,677 overtime hours eliminated through demand redesign.
- –96.87% ASA and +65.72% service level under a 2.5× volume surge.

How to Adopt It

Start by instrumenting the operating model around resolution, cost, and experience. Re-baseline forecasts against failure demand. Replace adherence-only scorecards with outcome-weighted performance reviews. Use AI to compress the signal-to-decision loop, not just to forecast volume.