GENESYS™

Decisions User Help

What If Analysis

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Contents

What If Analysis

What if analysis is the process of estimating the impact of changes in call, staff, cost, and revenue assumptions on scenario performance, revenue, cost, and profit for multiple alternative scenarios or assumption sets.

Example: Changes in Handle Time

Situation: You want to understand how your performance or financial measures will be affected by a forecasted increase in handle times (for example, due to a cross sell program), and determine the staffing increase that will be required to achieve target service quality goals given the increase in AHT.

1. In the Scenario Viewer or Main Grid, choose the month or week where the handle time will start to change, and enter the new expected handle time values. The scenario performance measures will show new values based on the new handle times.
2. To determine the staffing level that will meet the service goal(s) with the higher AHT, increase the staffing numbers (either with transfers, planned overtime, new hires, reduced attrition, or improvements in shrinkage) until the performance measures return to their target values. Approaches for changing these metrics include:
    - Manual changes in the Main Grid
    - Running the Hiring Optimizer
    - Running the ET/UT Optimizer
    - Manual changes in Staff Planner

Example: Multiple Call Volume Scenarios

Situation: You are receiving conflicting or uncertain estimates of future call volumes. As a result, you want to determine the staffing levels that would be required to maintain service quality performance over ranges of potential call volumes.

1. Use the Scenario Viewer or Main Grid to input different call volume scenarios. Genesys Decisions will forecast the impact on performance (staff, call, and financial performance) given these new call volumes. Save and compare your scenario.
2. Change the staffing levels and shrinkage under the scenario to see what would be required to service the call volume while maintaining targeted levels of performance.
3. Use the **Sensitivity Analysis** window to examine the sensitivity of selected performance measures against call volume. Use the X-axis tolerance to show the variety of call volumes you may receive.

Example: Seasonal Changes in Profit Margins

Situation: Profit margins per call may be subject to seasonality (for example, revenue per call may be higher during your peak season). You want to assess the impact that changing profit margins will have on performance measures. Changes in value per call often require changes in staffing and performance goals to optimize profitability.

1. Use the Scenario Viewer to enter new Revenue per Call estimates. Examine profit maximizing staffing levels and service quality levels for these new revenue forecasts (see Using the Sensitivity Analysis Window for more information).

Example: The Value of Improving Training

Situation: You want to assess the benefit of shortening the new-hire training period or improving training effectiveness.

1. Change the # of Learning Weeks or the rate of learning in the **Learning** window. Save as a new scenario.
2. Estimate the impact of the changes on contact center performance by viewing new results in the Scenario Viewer.
3. Assess the impact on revenue and profitability by generating reports, and comparing them to the original scenario.

Example: Cost Structure Changes

Situation: You want to quickly assess the impact of changes in contact center cost drivers, such as staff wages or telecommunications costs.

1. Use the **Financial Parameters** window to enter new cost driver information. View the impact of the changes in results, or in the Financial metrics in the Scenario View.