



HFS Hot Vendor: Intradiem

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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In a modern business environment obsessed with customer comfort and efficiency, advanced customer service solutions are more necessary for enterprises than ever. Enter Intradiem, a workforce automation software company tailored specifically for contact center operations to improve operational efficiency, agent engagement and customer satisfaction.

Intradiem's product aims to improve the customer service model from both sides of the desk—the agents working the contact center and the customers interacting with the contact center. The company describes its technology as a manager for the contact center agents that drives efficiency, saving enterprises time and extra costs.

Intradiem focuses on maximizing agent engagement and time management to ensure that agents are working to their full capacity to ideally provide the best, most attentive experience possible for the customer. The workflow rules are triggered by real-time contact center conditions.

For example, if the software detects that an agent is spending excessive time in after-call work (ACW), Intradiem will trigger a prompt to check if they need help. If they respond "no," then it will remind them to wrap up and return to assisting customers. The training tools provide an interface for supervisors to recognize and prioritize the agents who need coaching, and then they automatically find the time for coaching by monitoring call center conditions. Intradiem's platform also shifts contact workloads between channels to manage changes in channel volumes.

Among several business outcomes mentioned, one of Intradiem's customers had average of 46% reduction in time to complete training from proven use cases, along with improved first-call resolution and improvements in employee and customer satisfaction.

As we have developed our HFS Digital OneOffice Experience framework, we have extended the idea of aligning with customer-centricity to aligning with broader human centricity. While the customer is often the focus of the front office and the contact center, companies also must evolve to cater to the needs of partners and employees to be successful. This human-centered design needs to be enabled by smart processes and technologies that support the people in the business. Intradiem caught our attention because of the strength of its value proposition to both the employee and the end customer, all while providing a compelling case for the business as a whole.

Additionally, we believe that enterprise executives need to urgently reconsider the role of the contact center in its overall competitive strategy. While some are starting to take this viewpoint, the contact center often remains one of the most underinvested areas in the enterprise (especially when it comes to intelligent technology). While maximizing efficiencies and driving down costs will continue to be important, companies need to start considering the value potential of the data and the people in the hub of the contact center. As traditional interactions decline as a result of self-service, automation, and improved processes, conversations that do require human assistance are becoming more complex and valuable on average. Solutions like Intradiem, which highlight

not only efficiency but also the qualitative value of having timely and robust training, empowering employees, and giving them the tools they need to support customers, will become increasingly important as a shift in the mentality of the contact center continues.

Tools like Intradiem will also need to be appropriate for the requirements of changing delivery model trends. For example, Intradiem's solution has proven to be valuable in the work-at-home contact center model, which HFS estimates is growing at over twice the rate as traditional brick-and-mortar operations.

Intradiem customers HFS Research spoke to reported significant ROI results and emphasized the value of the tool to manage contact volume fluctuations, and they also noted that Intradiem's staff is very responsive and attentive to its customers' input.

In the future, Intradiem must keep in mind the ever-changing concept of "channels." Customers rarely think in terms of channels; they just want to get their issue resolved quickly and seamlessly. Today, Intradiem boasts of its ability to pivot between communication channels to manage volume fluctuations, and it will need to continue to support that capability in an increasingly complicated world of communication that includes the constant addition of new digital assistants, apps, and social media.

Vendor factsheet

- Intradiem was founded in 1995
- The company is headquartered in Georgia, USA
- Matt McConnell is the CEO and a co-founder
- Intradiem has approximately 130 employees

Solution portfolio

The software platform includes the following key functionality for contact center automation:

- Automated delivery of targeted FCR (first-call resolution) training during idle time to address low FCR scores
- Proactive outreach to customers during idle time
- Prompts agents to get back to the phones during ACW (after-call work)
- Prompts agents for coaching sessions and critical communication breaks
- Scheduling assistant for breaks
- Real-time volume fluctuation management across channels
- Agent mobile scheduling tool
- Services include professional services (custom reports, systems integration, project management, system solution design, and implementation) success management consulting services, community and knowledge services (training and community forums), and customer service (phone and online support and community)

Industry coverage

Intradiem has successfully implemented its workforce automation solutions with many enterprise clients across industries, including Citi, Aetna, Rogers, Accor Hotels, Anthem Farmer's Insurance, AXA, MetLife, Express Scripts, Sprint, British Gas, and Kaiser Permanente.

Partnerships

Key partners include Aspect and Call Design.



About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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