

# Anaplan Contact Center Planning application

Align long-range capacity with customer demand to elevate service levels and operational efficiency



Organizations with contact centers struggle to consistently strike an optimal balance of having the right people, with the right knowledge and skills, at the right time and cost to meet customer demands, especially across large, complex portfolios with multiple products and services. This complexity is compounded by the adoption of the latest contact center technologies and the need to consider and balance AI agent utilization alongside human agents.

Siloed planning, disconnected systems and teams, and an inability to accurately translate service-level demand into long-range capacity plans across channels make it difficult to accurately forecast the numbers and types of agents or respond quickly to external fluctuations. As a result, contact centers can be overwhelmed — resulting in reduced service levels, lower customer satisfaction, and higher staff turnover — or they can be overstaffed, resulting in costly budget overruns.

## There's a better, faster way to plan

The **Anaplan Contact Center Planning application** provides real-time visibility into current and forecasted contact center capacity assessed against existing and projected workforce supply.

Unlike tactical contact center management tools and spreadsheets that can't keep pace with dynamic demand and remain disconnected from finance and HR, Anaplan offers a standardized approach to aligning contact center staffing needs and timelines with workforce capacity and hiring plans.

This allows you to forecast customer interaction volume across all channels to optimize your sourcing strategies and resource allocation decisions, leading to better customer retention, brand loyalty, and the ability to consistently meet contractual and internal service levels.

## Key benefits

- **Optimize staffing levels:** Control costs and reduce agent burnout by gaining full visibility into workforce capacity and utilization.
- **Improve forecast accuracy and operational agility:** Model the impact of volume surges and required workforce levels using historical trends and drivers like new channels, campaigns, seasonality, and product launches.
- **Gain visibility into skills gaps:** Reveal potential skills deficits per location to inform your hiring and training strategy.
- **Improve service levels and customer loyalty:** Align the availability of agent skills and agent types (both AI agents and human agents), with forecasted customer demand.
- **Enhance financial performance:** Assess performance of internal and outsourced staff to ensure the best return on workforce investments.

## Are your contact center plans disconnected from your business reality?

- Are you struggling to balance optimal service levels with rising labor costs?
- How quickly can you model the full cost and resource impact of a new product launch on your contact center?
- Are you turning away customers or seeing satisfaction scores drop because you can't get a clear, reliable view of your true capacity?
- Do you have real-time visibility into the financial impact of agent attrition and underutilized staff?
- When demand fluctuates, how long does it take to realign your staffing plan and budget?
- Can you confidently commit to meeting your service level agreements (SLAs) three, six, or even 12 months from now?

## Solution details

Stay ahead by making your workforce capacity planning agile and responsive to evolving business needs. The **Anaplan Contact Center Planning application** enables:

### Workload forecasting

- Forecast contact volumes across all channels, including voice, chat, email, text, and social media
- Analyze historical trends and external drivers, such as marketing campaigns, seasonality, and product launches
- Establish optimal workforce capacity to allow customers to contact you via their preferred channel

### Dynamic capacity planning

- Gain a real-time, unified view of your entire workforce supply, including internal agents and business process outsourcing (BPO) vendors
- Model capacity by skill, channel, site, or vendor
- Translate high-level demand into specific workforce requirements by skill, role, location, and cost
- Proactively protect your staff from burnout while controlling staffing costs

### Agile scenario modeling

- Run “what-if” scenarios for changing demand, new channels, volume surges, vendor adjustments, or agent attrition
- See the potential impact on staffing levels, costs, and service metrics in real time
- Understand your true capacity by modeling for agent availability, skills, and existing commitments to inform your long-range hiring and training plans
- Gain insight into potential disruptions and catalysts for change to allow for swift action, such as increased utilization of AI agents

### SLA and performance management

- Set and track the success of specific service level agreements (SLAs), customer satisfaction (CSAT), and net promoter score (NPS) for your organization
- Compare SLA success across the contact center to highlight potential bottlenecks
- Review the performance of internal and outsourced vendor staff to ensure the best return on investment (ROI)

### Cost and vendor oversight

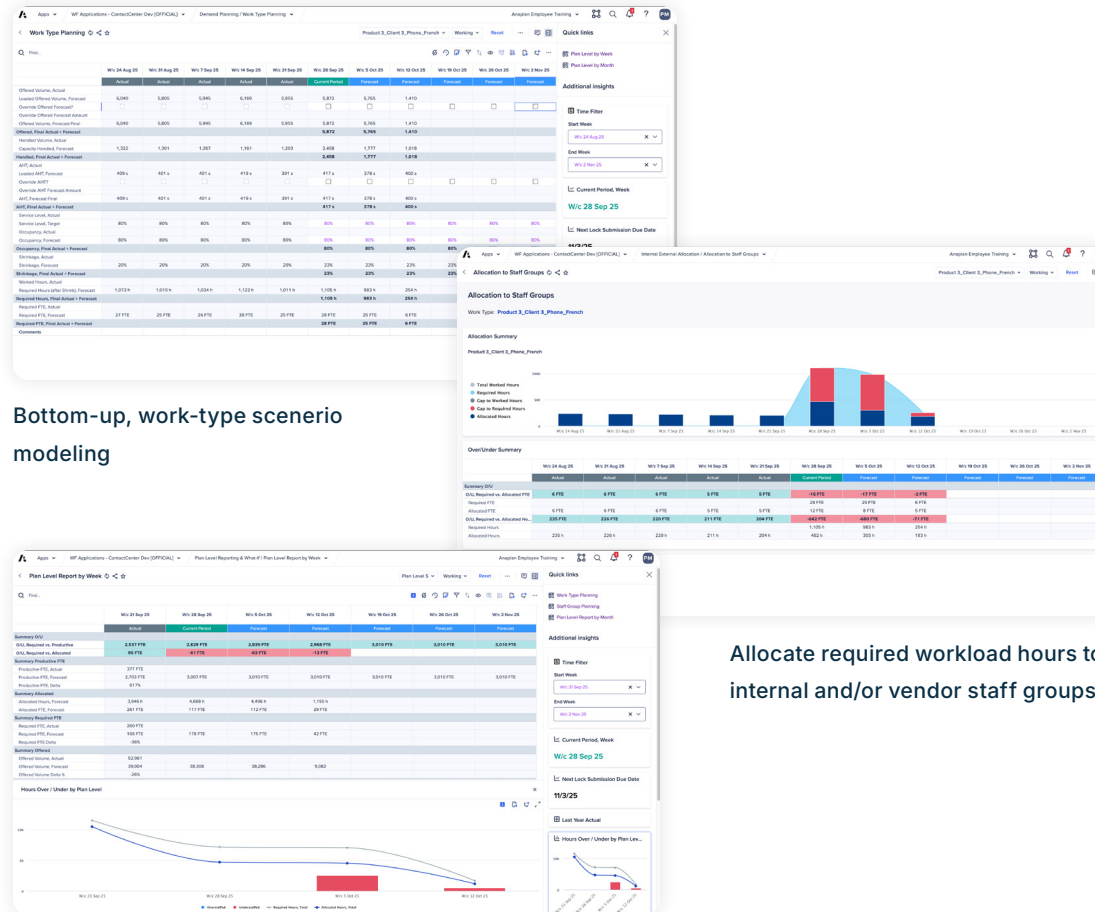
- Plan and compare internal versus outsourced resources
- Evaluate contact center performance relative to costs
- Ensure you have the most effective contact center setup for your organization, whether internal, vendor, or a hybrid approach

### Connected financial and workforce plans

- Natively connect contact center capacity plans with position and hiring plans (via [Anaplan Operational Workforce Planning application](#))
- Ensure your resource strategy is always aligned with financial goals and talent acquisition capabilities

To further explore how the Anaplan Contact Center Planning application integrates with Anaplan’s full suite of workforce planning capabilities, refer to our [Anaplan for Workforce Planning datasheet](#).

## Anaplan experience that is tailored for contact center leaders and workforce planners:



Bottom-up, work-type scenario modeling

Plan-level report by week

Allocate required workload hours to internal and/or vendor staff groups

## The Anaplan platform offers

- **Rapidly deployable applications** with best practices that are configurable to customer requirements, upgradeable with availability of future release, and extensible to other use cases through standard Anaplan platform capabilities.
- Dashboards, reports, and analytics with data visualization provide a **single source of planning truth** on workforce and business data and performance.
- **"What-if" scenario and multi-dimensional modeling** powered by our high-performance calculation engine, producing ultra-fast calculations at an unprecedented scale.
- **Intelligent forecasting:** Apply machine learning to uncover key business drivers and generate highly accurate forecasts, increasing planning confidence and reliability.
- **AI agents** designed for natural language interactions — ask questions, uncover insights, forecast trends, streamline workflow, and drive action.
- **Collaborative and agile planning** across the enterprise from corporate to business units and across functions and operations (HR, finance, sales and marketing, supply chain).
- **Best-in-class security and data privacy** with role-based access control, user management, SSO support with SAML 2.0 compliance, and data encryption.
- **A highly extensible ecosystem** — collect, analyze, and plan in a single location using APIs, ETL connectors, and built-in integrations with HCM/HR, workforce management (WFM), customer experience (CX), finance, operations, other systems of record, and data warehouses.

## About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,500 of the world's best brands continually optimize their decision-making by planning with Anaplan.

To learn more, visit [www.anaplan.com](https://www.anaplan.com)

