PEGA®

Empowering remote employees for effective outcomes

Pega Workforce Intelligence
for a remote working world

The future is now

The reality of work is shifting – as a result of global events, advances in technology, and increased enterprise flexibility. Traditional office setups, work scheduling, and in-person meetings have become less ubiquitous, making remote and distributed workforces the norm. These changes are becoming a permanent part of the future of work – and the future is *now*.

The potential benefits of remote work are tremendous. Increased flexibility, faster technology, and the elimination of legacy boundaries often lead to quantifiably better outcomes for employees, customers, and ultimately, the business. However, this isn't guaranteed. In many cases, the difference between success and failure relates to the tools and strategies enterprises deploy to support a working world that is increasingly comprised of remote and distributed workers.

Remote workers are employees who don't work in a traditional office setting. In many cases, these employees work from home, but remote workers may also work from co-working spaces or other non-office locations.

A distributed workforce refers to a set of employees who are geographically dispersed. A distributed workforce can span across regions, countries, and the globe, as well as consist of employees based in corporate offices and/or remote workers.

Data to get the job done

Many jobs becoming remote caused a reduction in in-person interactions with colleagues and supervisors. In some cases, schedule flexibility leads to work completion that is asynchronous with "normal working business hours." With these and other phenomena, data not only becomes a more important tool for people to do their best work, but is also critical in enabling the design of outcome-driven intelligently automated processes that evolve as business needs change.

How managers can help

Remote work creates new management challenges and, in many cases, exposes the need for the intelligent automation of critical business processes. Managers need to see how work is getting done to ensure that the organization is meeting operational goals – and most importantly, serving its customers in a timely and efficient manner.

Managers have a charter to ensure that productivity in a remote working world meets or exceeds that of the traditional workplace. To succeed in building this remote working environment, managers must clear out process inefficiencies and provide workers with tools to assess their performance. The tools should quantify performance in a way that motivates employees to consistently perform better, provides constructive benchmarking around task efficiency, and gives clear insights on how to work more effectively.

What workers want

With rapid changes in business models, work environments, and customer expectations, workers need tools that can help them be productive in any circumstance, play up their individual strengths, serve customers more effectively, and understand their own effectiveness. This can be in the form of automation to augment their work, or data that provide clear goalposts to understand how work is getting done today and how it can be improved – whether by individual changes, structural changes, or providing more effective technology to get work done. Some things never change: Workers continue to desire autonomy, recognition, and the infrastructure to do their jobs most effectively without micromanagement.

What tools are needed?

You can set your employees up for success by assembling an organizational toolkit for the future of work. Search online for "future of work technology" and you will find a dizzying array of critical 21st-century workplace technologies. Automation tools, such as robotic process automation (RPA), are frequently mentioned alongside AI, digital collaboration, virtual and augmented reality (VR/AR), myriad analytics applications, and many others. All these tools have a "cool factor," but that alone doesn't guarantee that they will help get work done or lead to better customer outcomes.

Let's focus specifically on analytics. Many enterprises are overwhelmed when building future-of-work strategies and don't know where to begin. The right analytics applications can light the path. One type of application, in particular, desktop analytics (also known as desktop process analytics) can turn the primary office production work engine – the employee desktop PC – from a process transformation bottleneck into a last mile connector of digital transformation. Let's look at how desktop analytics can enhance the success of your desktop employees.

Efficiency is critical

The future of work demands efficiency. Incumbent enterprises across sectors are increasingly challenged by digital disruptors. In many cases, these disruptors gain market- and mindshare because they are unencumbered by the legacy technology debt and old ways of doing things that plague many longer-established companies. This debt creates all sorts of obstacles for employees – from having to *cut, copy,* and *paste* data across multiple disconnected systems to having to wait for latent enterprise applications to be able to complete customer requests. Process inefficiencies lead to bad outcomes.

Tracking desktop work

Your employees are best able to serve customers when they have clear processes and the right technology tools to get work done. In a remote working world, well-prepared employees can become exceptional employees just by being able to access insights about how they're getting their work done. Think of this tool in the same way that you would use a fitness tracker. Just as you would use a fitness tracker to measure your daily steps or amount of time spent active, a fitness tracker for the desktop captures active working time, how long certain tasks take, and where obstacles that get in the way of performance arise. This type of real-time performance feedback is critical now as real-time, face-to-face support from managers and peers is often not available. Thoughtful and strategic use of desktop process analytics spurs efficiency and guides intelligent automation efforts that are in tune with the realities of today's remote workplaces and the future of work.

Pega uses patented technology in our workforce intelligence product to securely collect and analyze production desktop click and keystroke data to provide targeted insights that can be used to take action – to design better processes, guide employees to more efficient and productive work, and ultimately lead to better employee and customer experiences.

Pega Workforce Intelligence

Workforce intelligence applications allow organizations to obtain insight into how employees are working on their desktops. Pega Workforce Intelligence™ uses different technologies and techniques to understand employee capacity, identify hidden challenges, and empower leadership to target areas for improvement. These technologies include:

- **Artificial intelligence (AI):** A workforce augmented with AI can move beyond insight to actionable recommendations that impact operational outcomes and customer experience.
- **Workflow analysis:** Track desktop processes step by step to understand where waste and inefficiencies occur and take action to drive improvements as part of your intelligent automation strategy.
- **Machine learning:** This technology enhances data mining techniques, continually improves processes, and targets actions that maximize the impact of your investment across your organization.

This comprehensive desktop mining solution provides true visibility into how work is getting done in desktop production environments, such as contact centers. Workforce intelligence not only helps managers – it empowers workers. Managers get insight into variations in processes, so that they can build better, intelligently automated processes and workers get relevant data about their daily work – allowing them to maintain a competitive edge.

Finding the best path for your enterprise

In traditional work environments, most of an employee's learning and developing proficiency happens through in-person interactions with peers and managers. New hires would get tips and tricks for how to navigate common scenarios of their daily work, but it didn't necessarily mean that this knowledge was documented. With reduced face-to-face interactions, newer workers are left figuring this out on their own with incomplete guidance.

Workforce intelligence addresses this by tracing every step that your workers take through a particular task or process so that the most efficient paths can be identified, documented, and repeated through training – whether remote or in person. Individual workers who demonstrate exemplary efficiency can be given a chance to be recognized, show their skills to a broader audience, and have a meaningful role in documentation and training efforts. Evolving work environments can bring uncertainty, but using data to standardize processes on the best possible paths can ease a lot of worker pain points – especially for newly remote employees.

Choosing the right tools

Given the increasingly digital, powerfully competitive, and evolving nature of the future of work, enterprise viability will be based in part on the ability to automate core business functions. As workforces become remote, distributed, and in many cases leaner, automation will need to be implemented intelligently to support business goals and provide employees with the right set of tools to be more efficient – especially in the absence of a traditional production office environment.

Intelligent automation is not about makeshift solutions. Rather, it builds a new, straighter path to getting work done, which becomes even more necessary in the future of work. Workforce intelligence helps create a path that allows remote workers to be successful with the correct mix of tools to get to the right business outcomes.

The right tools can turn your workers into superheroes – adjusting to any situation, supporting business objectives, and delivering best-in-class customer outcomes. Workforce intelligence identifies what tools your enterprise needs. Some examples include:

- **Structured applications:** Many of today's business processes are carried out via a patchwork of free-form productivity tools, such as Word or Excel. These tools are familiar, but are not designed for tracking an outcome. Workforce intelligence shows how much time is being spent in these tools to give decision-makers insight on where to implement structured applications. These structured applications are based on case management and built in low code to create standardized, repeatable workflows that clearly point to an outcome while removing guesswork for your employees.

- **Robotic process automation (RPA):** Barking dogs, inquisitive children, and ill-timed deliveries are just some of the distractions that can disrupt a remote employee's day. And distractions increase the chances of errors and rework. Mindless, repetitive tasks like copying and pasting data into myriad systems should not be another distraction. RPA can eliminate those costly distractions, but many organizations starting their intelligent automation journeys don't know where to deploy RPA to get the greatest impact. Workforce intelligence can show where RPA will create the most business value by freeing up worker time to focus on what matters most: driving customer outcomes while eliminating rework.

- **Coaching:** Whether your employees are sitting across from you or several time zones away, driving optimal business results will always have a human element. Sometimes optimizing processes doesn't require all new tools, but rather more optimal use of the tools available. Workforce intelligence insights can lead to more productive remote working experiences as it guides workers with efficiencies and managers with constructive coaching.

Speaking of distractions: A Pega study found that, on average, desktop workers switch between different applications almost 1,100 times a day.

Source: **Demystifying the Desktop, 2018**

All in all, workforce intelligence helps enterprises maximize their investments in intelligent automation tools for a more productive remote working experience. And it's easy to implement, which means you can devote time to perfecting processes – not repairing them.

Our path to intelligent automation

Insights are only as good as the action that they inspire. Pega provides a full intelligent automation solution set that allows workforce intelligence users to take the rapid action required in a constantly transforming remote working world. Intelligent automation fuels a continuous method for connecting processes with customer experiences. With case management as the bedrock, Pega's intelligent automation brings together hybrid RPA, artificial intelligence, email bots, chat bots, and low-code development to allow enterprises to:

- **Accelerate how work gets done.** Remote work requires a laser focus on efficiency, especially in uncertain times.
- **Automate for today and tomorrow.** Automation tools continue to advance and penetrate more of the enterprise, but remote work makes changes to the technology stack more complicated. An agile, Center-out™ architecture allows for rapid changes that non-invasively "wrap and renew" around current systems, without creating disruptive "rip and replace" upgrades.
- **Say goodbye to silos.** A distributed workforce highlights the need for unified systems and processes, so that employees can easily access the tools and information they need to provide a seamless customer experience every single time.

Conclusion

Discover how intelligent automation is as dynamic as your enterprise, and why Pega is the only Software as a Service (SaaS) platform that can do everything you can imagine – and then some. Streamline how work gets done. Deliver seamless end-to-end experiences. And build it all in the cloud with low code. Visit us at pega.com to learn more.

PEGA®

We are Pegasystems, the leader in software for customer engagement and operational excellence. Our adaptive, cloud-architected software – built on the unified Pega Platform™ – empowers people to rapidly deploy and easily change applications to meet strategic business needs. Over our 35-year history, we've delivered award-winning capabilities in CRM and digital process automation (DPA), powered by advanced artificial intelligence and robotic automation, to help the world's leading brands achieve breakthrough business results.

For more information, please visit us at **www.pega.com**