



Dialog-Factory GmbH

Omnichannel Excellence Meets
Highly Flexible Staff Planning

Organization

Dialog-Factory GmbH

Branche

Contact Center

Number of Licenses

250

plano in use

plano Roster

plano Optimizer

plano ESS (Employee Self-Service Portal)

Overview

The Dialog-Factory, based in Augsburg, is an established full-service contact center that has been operating in the market for over 25 years. The company offers cross-industry omnichannel services, ranging from traditional calls and emails to chats.

Around 150 employees at the headquarters in Augsburg, as well as an integrated subcontractor, ensure the professional management of roughly 20 active projects daily. The planning requirements are extremely high: varying traffic peaks throughout the day, multi-skill and multi-channel demands, along with a significant proportion of part-time employees with flexible working models, contribute to high complexity. To manage this dynamic daily life transparently, accurately, and with a future-oriented approach, the Dialog-Factory opted for the workforce management solution from plano.

Initial Situation

Before implementing the plano WFM solution, the Dialog-Factory relied on an outdated planning tool that, over the years, was insufficiently maintained and ultimately rarely used. As a result, staff planning was primarily managed using error-prone Excel spreadsheets, supplemented by planners' experiential knowledge and intuition.

With growing project diversity and dynamic traffic peaks, manual and time-intensive planning reached its limits. It neither met the company's professional standards expected by clients nor reflected the high complexity of the contact center. Additionally, there was a lack of high-quality needs-based management and transparency for employees, often necessitating cumbersome workarounds in daily operations.

Project Goals

Managing Complexity & Maximizing Flexibility

- + Needs-based planning for approximately 20 projects with multi-skill and multi-channel requirements
- + Optimal coverage of fluctuating traffic peaks throughout the day
- + Fast responsiveness to short-term disruptions or changes

Automation & Operational Relief

- + Replacement of error-prone Excel spreadsheets for a more professional approach
- + Automated schedule creation based on precise forecasts
- + Seamless system integration (HR system and cloud ACD)
- + Noticeable relief for planners, allowing focus on operational management

Transparency & Employee Orientation

- + Mobile and PC access to shift schedules, replacing cumbersome workarounds
- + Support for flexible part-time and working time models
- + Increased efficiency while fully maintaining employee participation in scheduling decisions



„plano has taken our staff planning to a whole new professional level. Thanks especially to the roster, we now have a much more flexible solution in place, with the major advantage that we can adapt very quickly to changes.“

Noah Kellner
Head of the IT Department,
Dialog-Factory GmbH

Results

Scheduling at the Push of a Button: Significant Time Savings and Superior Planning Quality

The most significant change brought about by the project is the replacement of the error-prone Excel-based planning with a highly professional, automated process. Through the seamless interaction between the forecasting tool (“Workforce Elements”) and the plano optimizer, staffing requirements are directly integrated into the system. The optimizer acts as a “secret weapon,” automatically taking complex multi-skill and multi-channel rules into account.

For planners, this means they can create a complete, high-quality, and precisely needs-based plan with just a few clicks based on the forecast. This considerable time savings noticeably relieves the team, allowing them to re-focus on operational business.

Maximum Flexibility and Responsiveness in a Dynamic Daily Environment

In a highly complex contact center setting, the new system within the plano roster now delivers crucial flexibility. For example, if employees are suddenly unavailable or traffic peaks shift throughout the day, the planning can be quickly and efficiently adjusted. This significant advantage enables the Dialog-Factory to respond rapidly to changes at any time, elevating the entire workforce management to a significantly more professional level.

Full Transparency and Preservation of Employee Participation

The changes have also significantly improved things for employees. Through the ESS portal, they now have transparent access to their shift schedules at any time – whether on a smartphone or PC. The cumbersome workarounds of the past have been replaced with simple and clear solutions. Given the Dialog-Factory’s strong emphasis on respectful relations, a key success of the project is the massive efficiency gains achieved without taking away employees’ important influence over their flexible working hours.

Improvement

Significant Time Savings and Relief for Planners

The daily work routine of planners has fundamentally changed. Individual availabilities, personal appointments, and multi-skill requirements no longer have to be laboriously reconciled manually, as these are now automatically taken into account by the system. This tremendous time savings provides noticeable relief for planners, allowing them to focus much more on operational business.

Increased Transparency and Employee Satisfaction

Employees benefit from unprecedented transparency. Through the ESS portal, everyone can clearly see when and where they are scheduled to work. Since the Dialog-Factory places great importance on respectful interactions, the system has improved efficiency while maintaining employees’ ability to influence their working hours.



„The plano optimizer is capable of automatically considering a multitude of complex rules to create an optimal shift schedule. For the customer, this means: scheduling at the push of a button – resulting in significant time savings.“

Thomas Opheys
Managing Director,
Professional Workforce GmbH

The Interaction of Key Players

Starting Point: High Dynamics and Multi-Skill Requirements

As the customer, the Dialog-Factory sets the complex framework conditions. With 20 projects, fluctuating traffic peaks, as well as multi-skill and multi-channel requirements, the company defines high standards for planning. At the same time, the Dialog-Factory ensures that, despite efficiency gains, respectful interactions and employee participation remain prioritized.

The Strategic Implementation Partner

As a highly specialized expert in workforce management, Professional Workforce GmbH took responsibility for the complete implementation and system integration. Based on an in-depth needs analysis, the team smoothly connected critical third-party systems, including an HR system and the cloud-based ACD. The partnership also included a dedicated hyper-care phase, allowing the entire implementation to be completed within just four months.

The Powerful Technological Foundation

plano provides the stable and sophisticated technological backbone for the project. With the Roster, the ESS portal, and the optimizer (which serves as a „secret weapon“ automatically applying complex planning rules), plano offers the tools for highly flexible scheduling at the push of a button. Additionally, plano ensures ongoing, high-level support throughout all project phases in the background.

Best Practice: Maximum Planning Precision Through Seamless System and Process Integration

Deep Contact Center Expertise and Rapid Implementation

With profound industry knowledge of the contact center environment and strong technological expertise, Professional Workforce GmbH successfully drove the project to completion. Based on a detailed analysis of requirements, the entire WFM implementation was accomplished in a record time of four months. The seamless integration of all necessary interfaces and extensive support through a hyper-care phase ensured a smooth transition into daily operations.

Forecasting Excellence with „Workforce Elements“

A key advantage of the service provider lies in its stand-alone forecasting module, „Workforce Elements.“ This allows for highly precise volume and AHT forecasts to be created with minimal effort for the Dialog-Factory. For the client, this is a significant factor in enhancing efficiency and productivity in daily planning operations.

Seamless Integration for Scheduling at the Push of a Button

The true strength of the joint solution lies in its flawless technical integration: Staffing requirements, accurately determined by „Workforce Elements,“ flow seamlessly and automatically into the plano roster.

The plano optimizer then instantly accesses this data and generates a high-quality schedule while considering all complex multi-skill and multi-channel rules. This end-to-end automation – from precise demand forecasting to the final schedule – represents a true best practice in modern workforce management.

At a glance

Improvements for Planners

-  Significant time savings through automated schedule creation
-  Direct integration of forecast data into the schedule
-  Fast and flexible response capability to short-term absences
-  Noticeable relief and greater focus on daily operational tasks

Improvements for employees

-  Location- and time-independent access to schedules via PC and smartphone (ESS portal)
-  Automatic consideration of individual availabilities and personal appointments
-  Digital access replacing cumbersome and unclear workarounds
-  Active involvement of employees in shift scheduling to optimally support flexible part-time models



Die Organization

Dialog-Factory GmbH

The Dialog-Factory is a full-service contact center based in Augsburg, established over 25 years ago. Originally part of the Pressedruck media group (known for the Augsburger Allgemeine) and initially focused on subscription services, the company has significantly expanded its business in recent years.

Today, the Dialog-Factory operates across various industries – including energy, publishing, comparison platforms, and plant and window construction. With approximately 100 to 150 employees at its Augsburg location and an integrated subcontractor, the company offers a wide range of omnichannel services, from traditional phone calls and emails to chats, tailored precisely to the needs of its clients.

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