**POSITION DESCRIPTION**

**Position title:** Workforce Optimisation Manager

**Location:** Geelong Head Office

**Reports to:** Head of Operations, Private Health Insurance

**Entities:**  GMHBA, Frank, Budget Direct

**Organisational level:** Management

**Reports:**  2 Direct reports

**Job Purpose**

To lead and build our workforce planning capability, working closely with our management teams to deliver upon People, Business and Customer scorecard objectives. The role takes ownership of demand, capacity, and capability planning as well as the rostering function for all business areas with in Private Health Insurance Operations.

**Accountabilities**

**Workforce Management**

* Set and deliver annual plans to support the delivery of the overall business strategy and plans.
* Develop and maintain 12 month rolling forecasts, medium, and long-term forecasts.
* Oversee Scheduling and Rostering for all operational business areas, including ensuring schedules and rosters comply with obligations under the GMHBA Enterprise Agreement.
* Identify resource capacity across skills and capabilities, forecast resource availability and shortage against demand, and proactively conduct resource alignment to ensure we are appropriately staffed to achieve service level objectives in all teams.
* Develop effective real-time management procedures to ensure consistent service level delivery across all teams within Operations.
* Maintain a complete view of initiatives expected to impact contact metrics such as volumes and average handle time.
* Partner with Operations Managers and Training Lead to coordinate scheduling of off-phone activities such as training, meetings, and time off.
* Champion for all ACD routing and Workforce Management systems changes and enhancements.
* Manage end to end process of hiring agents – from identifying recruitment needs to agents taking their first call.

**Optimisation**

* Scale efficiencies and increase productivity through effective and efficient workload balancing on a daily basis.
* Review on a monthly basis Forecast Accuracy, Schedule Efficiency, and Roster Efficiency. Immediately take corrective action to address areas of concerns.
* Conduct IVR optimization assessments on a 6-monthly basis.
* Improve First Call Resolution Scores and NPS.
* Work closely with the Operations Managers to ensure that resourcing plans are optimised for efficiency and effectiveness.
* Continually reduce the cost to serve through identifying and implementing continuous improvement initiatives.

**Leadership and Stakeholder Management**

* Provide direction, leadership & on-coaching to Operations Support Leader.
* Excellent stakeholder management skills with ability to delegate effectively and influence multiple stakeholders.
* Manage all staff related activities in line with HR Policies & Procedures and GMHBA’s Enterprise Agreement.
* Provide regular communication to the Operational Leaders to ensure all employees are apprised of policy and process changes/enhancements.
* Proactive keep the Head of Operations up to date on emerging trends or issues impacting members or employees.

**Governance, Regulatory & Reporting**

* Develop a robust workforce management framework that supports effective and efficient OPEX management, continuous learning, and achievement of core operational targets.
* Identify, document, and control operational risk.
* Ensure the collection, analysis and reporting on historical performance statistics; ensure development of relevant strategies to respond to trends.
* Formulate senior management presentations, communicating new trends through detailed reporting and analysis; discussing service delivery opportunities on a continuous basis.
* Submit to company audit processes and make recommendations as required.
* Keep up to date with regulatory trends and changes, and ensure the company anticipates and navigates changes successfully.
* Provide expert advice and recommendations to key stakeholders to facilitate understanding for robust decision making.
* Participate in the design, build and roll-out of business change programs designed to strengthen GMHBA’s performance
* Produce accurate and informative business reporting which provides insights on issues and demonstrates proactivity in addressing issues.
* Production of daily performance reporting, agent reporting, and monthly business unit performance.

**KPIs**

Meet agreed individual KPI’s aligned to the departmental KPI’s which are detailed as part of the KPI framework.

* Cost Centre Reporting – spend is equal to or less than budget.
* Employee Satisfaction (Survey Results).
* Employee Attrition (Exit Interview Feedback and Attrition Rates).
* Customer Satisfaction Stats (NPS/CSAT/CES).
* SLA Achievement - ASA, Occupancy, AHT, Max Wait, QA, Complaints, Email and Imogen Processing SLAs, and FCR.
* Release of schedules and reporting by due date.
* Processing of rostering requests within SLA.
* Delivery of OPEX savings as a result of optimisation initiatives.

**Key Relationships**

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| --- | --- |
| **Internal:*** Operations - Contact Centres, Branch Network, Membership Teams
* Learning and Devleopment team
* Quality Assurance and Reporting team
* Senior Management and Executive teams
* CX team
* Marketing team
* ITSG team
* Productivity team
* Risk and Compliance team
* People and Culture
 | **External:*** GMHBA Suppliers and Contractors
* Industry Groups
* Managed Service Providers
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**Skills, Experience, and Qualifications**

**Mandatory**

* 3-5 years’ experience in senior workforce planning roles within complex, multi-channel, multi-brand and multi-stakeholder environments.
* Thorough understanding of the Erlang theory
* Demonstrated ability to thrive in a fast-paced dynamic environment, demonstrating confidence and strength of character to achieve positive solutions.
* Proficiency in the use of information and communications technology to include CRM databases and Telephony System Reporting.
* Familiar with full service and low touch service models.
* Strong analytical thinker with exceptional interpersonal skills.
* Demonstrated analytical ability and judgment; able to see and solve problems holistically, sometimes with limited information - comfort and ability to manage ambiguity.

**Highly Desirable**

* Private Health Insurance, Banking, or General Insurance experience
* Tertiary Qualification
* Experience working in an Agile environment
* Prosci certification
* Teleopti experience
* Experience with Genesys stack