



ClickSoftware

Making Service Click

ClickForecast

Taking the Guesswork
Out of Forecasting



...Be Prepared



ClickForecast

In every industry the accuracy of the demand forecast determines whether the service organization will under-deliver leaving customers stranded, over-deliver leaving resources idle and unnecessarily increasing operating costs, or get the balance between costs, utilization, and customer satisfaction just right.

Service organizations however face an additional challenge in forecasting service demand because this demand is only truly fulfilled by utilizing the time of their service resources; and the time required is a function of more than just customers or orders. As every service manager knows, this work includes travel (in varying weather and road congestions, at different distances, and varying speeds) and it cannot be separated from the time it takes to actually attend to and complete each job, which introduces additional variations in work types, access, and resource efficiencies and skills.



A reliable forecasting of service demand improves business performance and enables service organizations to offer improved customer service and satisfaction levels, and achieve effective budgetary controls and efficient resource utilization. Service demand is driven by various forces within the organization, from sales and marketing to asset management and customer care, alongside external forces such as trends, seasonality, and business and product lifecycles. Visibility and alignment of all such internal and external inputs to the total service workload is therefore critical as they form the greatest inputs to the budget and staffing plans of the service operation for many months, or years, into the future.

The forecasting process itself is however much more than just data. For the forecast to remain realistic and reliable, the process should integrate information from across the organization, including the timing of sales and marketing campaigns, strategic organizational decisions, large capital projects, and anticipated outcomes of planned business events.

Does this sound simple enough? It is with the right tool: ClickSoftware's ClickForecast solution for forecasting service demand. ClickForecast was developed by service leaders, specifically for the service industry and takes the guesswork out of forecasting so service organizations can feel confident in the results as they move on to both strategic and tactical capacity planning.

What Is ClickForecast?

ClickForecast is an enterprise solution that enables service organizations to more accurately predict future service demand over short and long term horizons, by work type, and by geography - collaboratively and quickly. ClickForecast uses historical information directly from the service performances of the field workforce, to automatically analyze and identify trends, seasonality, anomalies, and other indicators from the past, towards indicating the levels of demand expected for the future. Whereas typical forecasting applications provide complex forecasting models that are developed for products, ClickForecast provides greater value specifically to service organizations.

In addition to identifying historical patterns, ClickForecast enables a business user to integrate a host of other information including new product rollouts requiring a change in skill set and temporarily longer job durations, sales and marketing campaigns which increase demand for a finite period, and strategic decisions which bring the business into a new market or geography. ClickForecast also captures forecasting assumptions, allowing stakeholders to communicate across the organization, explaining and justifying their adjustments to the forecast and tracking feedback from others.

With ClickForecast, service organizations build and maintain a repository of business knowledge about the impacts of business events on the expected number, duration, and travel for jobs - days, weeks, months, and years in advance. Forecasts become increasingly accurate and easier to produce; enabling more frequent refinement of the demand, and greater predictability for the whole service operation.

ClickForecast is an integral component of ClickSoftware's ServiceOptimization Suite, automatically leveraging historical data from ClickAnalyze to build its forecasts including job volumes, actual completion times, and travel time based upon street level routing or GPS reporting. ClickForecast feeds one or more demand scenarios into ClickPlan for workforce staffing based upon resource availability and qualifications. Simple, business oriented, and developed specifically for forecasting service demand levels; ClickForecast brings the expertise of ClickSoftware's workforce management leadership and intelligent algorithms, providing business users with an enterprise platform for collaborative demand management.

ClickSoftware lifts the forecasting process from the backroom of statisticians to the boardroom of business decision-makers.



With ClickForecast service organizations build and maintain business knowledge about the impacts of various business events on the expected demand.

Features

- Historical analysis to identify unusual “peaks and valleys” for later cleansing and use
- Automatic demand forecasting, applying proprietary forecasting methods
- Support for various channels as inputs to the forecast from multiple business sources
- Documentation tools for sharpening and tracking forecasting assumptions
- Algorithms developed for the service industry, by experts in service optimization
- Support for simultaneous forecasting for numerous territories and job types
- Support for all forecasting levels, from the strategic high level to the most granular
- Seamlessly integrated and utilizing a shared infrastructure with ClickSoftware's ServiceOptimization Suite
- Influence of the forecast based on multiple historical factors
- Support for multiple languages
- Support for different views of the forecast from tabular to graphical
- Visualization of standard measurements of the forecast accuracy using measures such as the Mean Absolute Percentage Error (MAPE) and confidence levels
- Special treatment and repeatable templates for forecasting new services or new products
- Offline mode for highly granular and long term forecasting, enabling faster application performance
- Multiple simultaneous scenarios which can be used for workforce planning, or as the basis for further forecasting
- Inline editing of forecasting graphs for immediate visibility of the impact of forecasting assumptions

ClickForecast is a ClickSoftware solution that enables service organizations to better predict future service demand.



Benefits

- **Accurate service forecasting leads to more effective resource planning - ensuring the right people are in the right places with the right skills to meet the demand by day, week, month, and year.**
- **Forecasting accuracy continually improves by building and leveraging a repository of forecast assumptions, demand values, business events, and their impact on demand.**
- **Greater collaboration in the forecasting process ensures alignment of strategic and tactical assumptions and objectives across the enterprise.**

The world's leading service organizations realize that without reliable demand forecasting, even the best scheduling applications, creating the most optimized schedules, with the strongest personnel, cannot overcome poor visibility and predictability in service demand.

Find out how your company can also improve its forecasting, and achieve predictability using ClickForecast by visiting www.clicksoftware.com.

ClickForecast. Be Prepared.

About ClickSoftware

ClickSoftware® is the leading provider of automated workforce management and optimization solutions for every size of service business. Our portfolio of solutions, available on demand and on premise, create business value through higher levels of productivity, customer satisfaction and operational efficiency. Our patented concept of 'continuous planning and scheduling' incorporates customer demand forecasting, long and short term capacity planning, shift planning, real-time scheduling, mobility and location-based services, as well as on-going communication with the consumer on the expected arrival time of the service resource.

As the pioneers of the 'W6®' concept more than 20 years ago, we have perfected solutions for solving a wide variety of problems on Who does What, for Whom, with What, Where and When. The combination of proven technology with educational

services helps businesses find the right balance between reducing costs, increasing customer satisfaction, employee preferences and industry regulations/legislation. ClickSoftware's solutions manage over 250,000 resources in service businesses across a variety of industries and geographies. Our flexible deployment approach, breadth and depth of solutions and strong partnerships with leading CRM/ERP vendors and system integrators makes us the number one choice to deliver superb business performance to any organization. The company is headquartered in the United States and Israel, with offices across Europe, and Asia Pacific. For more information, please visit www.clicksoftware.com. Follow us on Twitter.



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