

A CrmXchange Executive Interview

QStory

Wayne Thornhill, CEO, and Simon Beck, CRO, QStory



QStory Executive Interview



Wayne Thornhill, CEO, and Simon Beck, CRO, [QStory](#)

In this insightful conversation, Sheri Greenhaus, Managing Partner of CrmXchange, engages with Wayne Thornhill, CEO, and Simon Beck, CRO of QStory. They discuss the innovative capabilities of QStory, a tool designed to empower customer service agents and optimize scheduling using real-time data. The discussion highlights QStory's unique approach to improving service levels and employee empowerment, continued growth in the US market, and the significant benefits of their advanced technology for businesses.

Sheri Greenhaus: Tell me about QStory.

QStory: QStory is a tool that addresses three key areas simultaneously, which is quite rare. The first thing we offer is empowerment for agents, teammates, and colleagues working in the customer service environment. It's one of the most controlled environments, and QStory enables individuals to have significantly more control over their schedules, shift patterns, and work-life balance.

With QStory, employees can book holidays, adjust their shifts, and manage personal commitments. It's all done via an intuitive app, as well as via web browser. For instance, if someone needs two hours off to attend their child's school play on a Friday afternoon, they can take those two hours and make up the time later. They could repay an hour on Wednesday and an hour on Saturday, allowing them to balance their professional and personal lives effectively. This empowerment is crucial because it enables employees to be emotionally available and empathetic, providing the best service possible to customers.

However, offering this level of empowerment raises concerns about maintaining service levels. QStory integrates with your Workforce Management (WFM) system, pulling schedules and forecasts to identify inefficiencies. Our tool examines a true multi-skill environment to find idle times or over-coverage periods. It uses these inefficiencies to provide flexibility to agents without compromising service levels. Changes are only allowed if they are beneficial for the business.

QStory also optimizes schedules by identifying underused blocks of time, which can be repurposed for activities like compliance training, coaching sessions, and more. We connect with your learning and performance management systems to find the best times for these activities. Agents can even self-select training sessions they want to attend. This approach not only empowers agents but also maximizes schedule efficiency beyond what traditional WFM systems offer. We continuously update real-time demand and supply data, allowing us to optimize customer service operations, resulting in better customer experiences.

Sheri Greenhaus: Are you marketing in the US now?

QStory: Yes, we have primarily worked with UK customers since we are a UK-based company. However, we have recently expanded into the US, working with two new customers, including a home automation business. They have become strong advocates of QStory, seeing significant improvements in both cost efficiency and service levels. They report the highest occupancy rates and service levels they've ever had, utilizing their time more efficiently than before.

Sheri Greenhaus: While you may be best of breed, there are other companies that offer similar tools within their suite. Would it be easier for companies to stick with tools from the same technology family? Why would they choose QStory if they are already customers of another vendor?

QStory: That's a good question. We'd argue we simply do it better. Most of our customers use other vendors for creating the base schedules or forecasts. A recent customer approached us initially with skepticism about whether we could deliver on our promises. However, after working with us, they have become strong proponents of QStory. While they remain satisfied with their existing vendor for other aspects of their operations, they now consider themselves "QStory fans" for the unique benefits our tool provides in scheduling and agent empowerment.

Sheri: What are you doing that is different and above the competition?

QStory: Our technology stands out because we incorporate real-time data feeds to find opportunities throughout the day. Other solutions may touch on this, but they don't fully automate the process. We eliminate all the administrative tasks around shift changes, time off requests, and schedule adjustments, allowing real-time analysts to focus on their core work.

By using real-time data, we protect service levels based on the current situation, not just projections. For example, if an agent needs time off or there's a sudden spike in demand, our system assesses the impact on service levels and makes recommendations to address these changes. We optimize staffing in real-time, ensuring we manage both threats and opportunities efficiently.

Sheri: Is the difference in finding the gaps and then being able to take action on them?

QStory: Exactly. It's about identifying the gaps and opportunities when an agent needs to adjust their schedule. Our system evaluates the risk to service levels and suggests how to manage it. This could involve reallocating tasks or rescheduling training. We bridge the gap between forecasted and actual conditions, ensuring that we address what's happening right now.

Sheri: What do you see as some of your biggest challenges with starting to market in the US?

QStory: Building our presence is a significant challenge. We have a strong customer base in Europe, including the UK's largest bank, a major utility company, and Europe's largest tour operator. Understanding the US market and its nuances is crucial. This involves adapting our go-to-market strategy and understanding operational differences, such as flexible hour contracts and state-specific employment laws.

Additionally, there's a higher prevalence of outsourcing in the US, so we need to tailor our offer to work effectively with BPOs and outsourcers. We're used to handling complexity, like a UK customer with 850 different employment contracts, but we must ensure our solution fits the unique aspects of the US market.

Sheri: Have you been talking to end users at the conference?

QStory: Yes, we've engaged with end users and found a lot of interest. This is our second visit to the US, and we've spent time with customers in various sectors like hotel and transportation. When we demonstrate QStory, many see the value immediately and recognize its practical application.

A common challenge is that businesses often settle for solutions that are "good enough." Convincing them to adopt a new, more effective system like ours requires organizational support across finance and operations. Our software must be reliable and consistently available, as it's critical to their daily operations.

In summary, QStory allows businesses to react to real-time events, maintain service levels without overstaffing, utilize hidden capacity, and automate schedule updates. With QStory, you can achieve all this seamlessly.

