

Job Title: Customer Service Workforce

Management (WFM) Analyst

Department: Customer Service**Reports To:** Customer Service Operations
Manager**Pay Status:** Non-Exempt**Location:** Customer Solutions Center**Job Status:** Full-Time**Job Grade:** 208**Work Setting:** On-Site**Date Created/Updated:** 10/10/2025

Position Summary

The Workforce Management (WFM) Analyst plays a vital role in ensuring New Braunfels Utilities (NBU) customer operations consistently meets customer service level goals through effective forecasting, scheduling, real-time monitoring, and performance analysis across all customer support channels. This position is responsible for optimizing real-time workforce efficiency, maintaining service continuity, productivity optimization and enabling data-driven decisions to improve operational performance, productivity and employee engagement for a consistent quality customer experience.

The WFM Analyst will develop and maintain forecasting models, capacity plans, and scorecards while actively managing intraday performance through real-time monitoring of service levels, queue activity, and agent adherence. This role collaborates closely with Customer Service leadership and cross-functional teams to ensure the right people are in the right place at the right time to meet customer needs timely, efficiently, and effectively.

Essential Duties & Responsibilities

Forecasting, Capacity Planning & Scheduling

- Develop, maintain, and refine forecasting models for monthly, weekly, daily, inter and intra-day interval-level demand across all inbound and customer operation channels.
- Create capacity plans incorporating shrinkage, productivity, and performance metrics to ensure adequate staffing coverage.
- Adjust staffing plans in real time based on volume fluctuations, unplanned absences, or operational changes.
- Recommend scheduling strategies, including schedule bidding, exception handling, and time-off request processes.
- Partner with leadership to balance customer service goals with employee satisfaction by minimizing last-minute changes and maintaining fairness in scheduling.

Real-Time Monitoring & Performance Management

- Monitor live service metrics (SL, ASA, AHT, occupancy, adherence) to ensure targets are met.
- Take immediate corrective actions to resolve staffing gaps, high call volumes, or agent non-adherence.
- Manage intraday activities through WFM tools, including skill re-routing, break rescheduling, and overtime requests.
- Develop and implement a real-time operational framework defining dashboards, monitoring tools, communication protocols, and escalation procedures.
- Provide real-time support during outages, system implementations, and promotional events.

Reporting & Analytics

- Design, maintain, and distribute dashboards, employee's monthly scorecards, and reports that provide actionable insights into performance and efficiency.
- Conduct trend analyses on adherence, shrinkage, and call volumes to identify improvement opportunities.
- Deliver post-day reviews and root-cause analyses for service-level breaches.
- Create outlier and performance reports identifying metrics such as handle time, hold time, transfers, and escalation frequency.
- Maintain documentation of all WFM processes, staffing adjustments, and operational decisions.

Process Improvement & Stakeholder Collaboration

- Partners with Leadership, QA, Training, and Tech Support to resolve service-impacting issues quickly.
- Recommend process improvements based on data insights, performance trends, and workflow analysis.
- Contribute to the design of WFM operational frameworks and provide recommendations for WFM software, tools, and reporting databases.
- Support initiatives that enhance employee adherence, engagement, and service delivery consistency.

Key Skills and Competencies

- Strong analytical and problem-solving skills with attention to detail.
- Proficiency in WFM platforms/software, real-time dashboards, and Microsoft Excel/Google Sheets or other data analytics tools.
- Strong understanding of contact center metrics (AHT, ASA, SL, occupancy, shrinkage).
- Excellent communication, organization, and decision-making abilities.
- Ability to multitask and remain composed under pressure in a dynamic environment.

Preferred Qualifications

- 2–5 years of experience in Workforce Management and/or Contact Center Operations.
- Equivalent experience, skills, and abilities may be considered in lieu of degree
- Experience with multi-site or omnichannel contact center environments.
- Familiarity with WFM scheduling, forecasting best practices, and scorecard frameworks.
- Knowledge of performance management frameworks and capacity planning methodologies.

Performance Goals

- Provide actionable, timely/real-time reporting and insights to leadership for data-driven decision-making.
- Improve forecast accuracy, agent adherence, and overall service level achievement.
- Support continuous improvement efforts that enhance both customer and employee experience.
- Ensures leaders consistently meet performance management disciplines and productivity expectations by leveraging scorecard data to drive accountability and continuous improvement.

General Responsibilities

- Maintains regular attendance; leave schedule should be managed so as to not interfere with ability to accomplish tasks, including special projects and assignments with deadlines or negatively affect direct reports' ability to do their jobs when applicable.
- Adheres to NBU safety guidelines and practices at all times and in all situations.
- Maintains a clean and safe work area, office, field site, and vehicle as applicable.
- Maintains strict confidentiality of business, employee, and customer information in written and oral communications and safeguard sensitive documents.
- Develops and maintains effective customer service skills for communications with co-workers, customers, and the public in general.
- Adheres to NBU policies and procedures.

- Exemplifies NBU Core Values of Integrity, Stewardship, Team, and Safety.
- Participates in and supports initiatives to reach annual NBU Performance Measures.

Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

or related field (preferred).

Work Experience Time Frame: Five Years or More

Other: - Equivalent experience, skills, and abilities may be

Field of Study: Business, Operations Management,

considered in lieu of degree

Certification and Licensures Requirements

Valid Texas Driver's License required to operate company vehicles

Other Minimum Qualifications

- Excellent verbal and written communication skills
- Demonstrate strong interpersonal skills and a high degree of professionalism
- Organized, detail oriented, and ability to multi task
- Demonstrate ability to take initiative and drive projects with minimal supervision
- Demonstrate ability to manage multiple project streams efficiently and diplomatically in a high-pressure, complex environment

Knowledge of Computer Software

	No Knowledge	Beginner	Intermediate	Expert
ArcGIS	☒	☐	☐	☐
AutoCAD	☒	☐	☐	☐
Crystal Reports	☒	☐	☐	☐
Microsoft Access	☒	☐	☐	☐
Microsoft Excel	☐	☐	☒	☐
Microsoft Word	☐	☐	☒	☐
Microsoft Publisher	☒	☐	☐	☐
Microsoft PowerPoint	☐	☐	☒	☐

Other Software Knowledge

Microsoft Office Suite, VPN connectivity, Avaya soft phone,.

Experience with Machines, Tools, Equipment and Other Work Aids

Personal Computer, Copier, Scanner, Printer, Receipt Printers, Calculator, Telephone

Physical Demands

Standing: Occasionally

☒ Making Presentations

☒ Observing Work Sites

☒ Observing Work Duties

☒ Communication with Co-Workers

☒ Telephone Keypad

☒ Calculator

☐ Calibrating Equipment

Walking: Frequently

☒ To Other Departments/Office/Office Equipment

☒ Around Worksite

Fine Dexterity: Constantly

☒ Computer Keyboard

Lifting: Occasionally

- ☒ Supplies
- ☒ Equipment
- ☒ Files

Carrying: Occasionally

- ☒ Supplies
- ☒ Equipment
- ☒ Files

Sitting: Frequently

- ☒ Desk Work
- ☒ Meetings
- ☐ Driving

Reaching: Frequently

- ☒ For Supplies
- ☒ For Files

Handling: Frequently

- ☒ Paperwork
- ☐ Monies

Kneeling: Occasionally

- ☒ Filing in Lower Drawers
- ☐ Retrieving Items from Lower Shelves/Ground

Pushing/Pulling: Occasionally

- ☒ File Drawers
- ☒ Equipment
- ☒ Table and Chairs
- ☐ Hose

Climbing: Occasionally

- ☒ Stairs
- ☐ Ladder
- ☒ Step Stool
- ☐ Onto Equipment

Vision: Constantly

Other: Click or tap here to enter text.

- ☒ Reading
- ☒ Computer Screen
- ☐ Driving
- ☐ Observing Worksite

Foot Controls: Rarely

- ☒ Driving
- ☐ Operating Heavy Equipment
- ☐ Dictaphone

Balancing: Rarely

- ☒ On Ladder
- ☐ On Equipment
- ☒ On Step Stool

Bending: Occasionally

- ☒ Filing in Lower Drawers
- ☒ Retrieving Items from Lower Shelves/Ground
- ☐ Making Repairs

Crouching: Occasionally

- ☒ Filing in Lower Drawers
- ☒ Retrieving Items from Lower Shelves/Ground

Crawling: Rarely

- ☐ Under Equipment
- ☐ Inside Attics/Pipes/Ditches

Hearing: Constantly

- ☒ Communication Via Telephone/Radio/To Co-Workers/Public
- ☐ Listening to Equipment

Twisting: Frequently

- ☒ From Computer to Telephone
- ☐ Getting Inside Vehicle

Talking: Constantly

- ☒ Communication Via Telephone/Radio/To-Co-Workers/Public

Environmental Factors

	Never	Seasonally	Several Times Per Year	Several Times Per Month	Several Times Per Week	Daily

Extreme Temperature (Heat, cold, extreme temp. change)	☒	☐	☐	☐	☐	☐
Wetness and/or humidity (bodily discomfort from moisture)	☒	☐	☐	☐	☐	☐
Respiratory Hazards (Fumes, gases, chemicals, dust, and dirt)	☒	☐	☐	☐	☐	☐
Noise and Vibration (sufficient to cause hearing loss)	☒	☐	☐	☐	☐	☐
Physical Hazards (High voltage, dangerous machinery, aggressive Customers)	☒	☐	☐	☐	☐	☐

Health and Safety Conditions

	Never (Never Occurs)	Rarely (Less than 1 hour per week)	Occasionally (1/3 or more of the time)	Frequently (From 1/3 to 2/3 of the time)	Constantly (2/3 or more of the time)
Mechanical Hazards	☒	☐	☐	☐	☐
Chemical Hazards	☒	☐	☐	☐	☐
Electrical Hazards	☒	☐	☐	☐	☐
Fire Hazards	☒	☐	☐	☐	☐
Explosives	☒	☐	☐	☐	☐
Communicable Diseases	☐	☐	☒	☐	☐
Physical Danger or Abuse	☐	☒	☐	☐	☐

Other: Click or tap here to enter text.

Primary Work Environment: Office Environment

Other: Click or tap here to enter text.

Overall Strength Demands

☒ Sedentary - Exerting up to 10 pounds occasionally or negligible weight frequently, mostly sitting

- ☐ Light - Exerting up to 20 pounds occasionally, 10 pounds frequently, walking or standing often
- ☐ Medium - Exerting 20 - 50 pounds occasionally, 10 - 25 pounds frequently, or 10 pounds constantly
- ☐ Heavy - Exerting 50 - 100 pounds occasionally, 25 - 50 pounds frequently, or 10 - 20 pounds constantly
- ☐ Very Heavy - Exerting 50 pounds constantly

Non-Physical Demands

	Never	Rarely	Occasionally	Frequently	Constantly
Time Pressure	☐	☐	☐	☐	☒
Emergency Situations	☐	☒	☐	☐	☐
Frequent Change of Task	☐	☐	☐	☒	☐
Irregular Schedule/Overtime	☐	☐	☒	☐	☐
Performing Multiple Tasks Simultaneously	☐	☐	☐	☒	☐
Working Closely with Others as Part of a Team	☐	☐	☐	☐	☒
Tedious or Exacting Work	☐	☐	☐	☒	☐
Noisy/Distracting Environment	☐	☐	☒	☐	☐

Other: Click or tap here to enter text.

Employee Statement of Understanding

THIS JOB DESCRIPTION DOES NOT CONSTITUTE AN EMPLOYEE AGREEMENT BETWEEN NEW BRAUNFELS UTILITIES (NBU) AND THE EMPLOYEE. Nothing in this position description restricts NBU's ability to assign, reassign or eliminate duties and responsibilities of this job at any time.

I HAVE READ AND RECEIVED A COPY OF THIS JOB DESCRIPTION.

Employee's Signature

Employee's Printed Name

Date