

CASE STUDY: Response Handling Ltd.



CUSTOMER PROFILE: Outsourced customer management center

INDUSTRY: Business process outsourcing

LOCATION: Glasgow, Scotland

BUSINESS NEED:
Improve client satisfaction, grow through partnerships with high-profile clients, improve quality of service

SOLUTION: NICE Customer Interactions Solutions for Contact Centers

RESULTS: Increased caller satisfaction with improved service, secured new business through increased client trust, improved agent performance

On NICE:

“NICE Systems’ recording and interaction management solutions have provided greater efficiencies and consistency across our multiple site operation for both compliance and quality.”

Mike Dodds, Head of Quality and Training

ABOUT RHL

“Our clients have to trust RHL’s operation, our technology and management expertise – they have to know their customers are safe in our hands.”

As a multi-award winning outsource customer management center with six sites in the UK (five in Scotland and one in southern England), RHL is one of the fastest growing UK contact and fulfillment companies in the country.

Employing 2,500 agents across all sites, RHL has earned its reputation as a leading integrated, multi-lingual, multi-channel contact center provider specializing in live call handling, mail processing, e-mail, web-based interactions, fax and SMS correspondence.

THE CHALLENGE

For an outsourcer, one of the key issues is client confidence. RHL needed to provide their clients with the confidence that they are representing their brands in the best possible light, especially as they are dealing with the most critical part of the business, their customers. The way to achieve this is by providing the highest quality of service possible.

In pursuit of superior levels of service quality, RHL defined their top quality objectives as: being able to address qualified complaints regarding processes and services and correct with actions that are based on client feedback; improving agent quality of service to maintain and grow the business through continually improving performance; and providing a consistent and effective level of service across the whole organisation in each site of operation.

THE SOLUTION

“This is a powerful tool for immediately addressing and correcting grievances. “

To drive quality of service, RHL turned to NICE. The NICE customer interactions solution enabled RHL to listen to calls in real time and more effectively handle complaints as well as improve agent performance.

CASE STUDY:



“The NICE solution integrated into our environment allows us to evaluate agent quality and better develop employees.”

Agent performance is further enhanced through advanced agent training and development. The solution enables team managers to play back specific calls to agents as part of their weekly agent training sessions. With the NICE solution, RHL also provides their agents a weekly percentage quality score and correlate them to specific . This helps agents better understand and improve their performance.

During monitoring sessions RHL reviews with agents performance parameters areas such as: compliance (if applicable), effectively explaining benefits, overcoming objections, and closing the call. All these areas are scored, normally out of 100, and a weighting is applied to each area. If an agent receives a score below the requisite threshold RHL can implement an action plan and monitor the result. If there is no improvement, further training is provided. This type of monitoring, measurement and training approach has proven effective in increasing service levels.

NICE also helped RHL tackle the challenge it faces as an outsourcer with multiple sites. NICE provided a customer interactions contact center solution that supports a distributed architecture, through which they were able to build an integrated infrastructure that fit with compliance and quality needs.

The implementation team had to overcome a series of complex integration issues. But rolling out the NICE solution helped the team overcome these challenges and implementation was accomplished while operations continued smoothly and without interruption.

“The next step for us is to integrate content analytics. We’re excited about the possibilities of NICE Perform’s functionality with word spotting and emotion detection, for example. We need to be able to hone in on critical interactions. Our client’s customers know best what it takes to keep them, and keep them happy. And we are looking forward to offering our clients this kind of input.”

About NICE Perform

NICE Perform is a fully integrated suite of solutions that extracts critical business insight from customer interactions. It applies advanced interaction and speech analytics to locate, tie in and help understand information that is normally dispersed and difficult to decipher. NICE Perform brings meaning and value to the information contained in the thousands of customer interactions that come into a contact center every day. With capabilities such as speech recognition, emotion detection, customer feedback, and call flow analysis, it enables decision makers in the contact center and throughout the enterprise better understand and anticipate market and customer dynamics, make more informed business decisions, take immediate action to implement change, reduce risk and drive business performance.

About NICE Systems

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™, based on advanced content analytics of telephony, web, radio and video communications. NICE's solutions improve business and operational performance, as well as security. NICE has over 23,000 customers in 100 countries, including the world's top 10 banks and 75% of the Fortune 100. More information is available at www.nice.com.