



## Customer Profile:

Direct Marketing

## Website:

<http://www.arbonne.com>

## Location:

Addison, Texas and Irvine, California

## Business Need:

Arbonne wanted to enhance the overall operations in its contact centers by:

- Improving operational efficiency
- Incorporating immediate and ongoing coaching for performance
- Enhancing customer (consultant) satisfaction
- Transforming itself to a value add center for corporate management regarding trends, issues and opportunities

## NICE Solutions:

- NICE Interaction Management
- NICE IEX Workforce Management
- NICE Performance Management
- NICE Quality Management

## The Impact:

- Recorded 100 percent of contact center interactions
- Automated recording and operational processes
- Enabled agents to feel empowered with more self-management for improvement and the ability to challenge scored calls
- Helped supervisors get immediate access to interactions and evaluations and were quickly able to address escalated issues
- Automatically generated detailed reports for management

## On The NICE Solution

“We looked into NICE and some other vendor options for our QA needs. NICE was a top contender due to it being a best practices company and for its industry reputation.”

Denise Seydler, Director Customer Service,  
Arbonne

# Improved Operational Efficiency and Targeted Training

## About Arbonne®

Founded in Switzerland in 1975, Arbonne International, LLC, creates personal care and wellness products that are crafted with premium botanical ingredients and innovative scientific discovery. Delivering on the company's commitment to pure, safe and beneficial products, Arbonne's personal care and nutrition formulas are vegan certified and adhere to a strict Purity and Safety Ingredient Policy. Arbonne products are available at [www.arbonne.com](http://www.arbonne.com) or through an extensive network of Arbonne Independent Consultants in the United States, Canada, Australia and the United Kingdom. Arbonne is a privately held company and is headquartered in Irvine, California.

## The Challenge

Arbonne has two contact center sites in the U.S. with 125 agents handling 660,000 voice and 156,000 emails interactions annually.

As Arbonne was gaining momentum with new sales and began overhauling their internal systems and platforms, the company was faced with a high degree of change requiring their consultants and employees to be adequately trained. In order to stay on track and minimize disruption to sales and better meet their financial goals, Arbonne realized that they had to optimize efficiency where possible so they decided to focus on their contact centers.

Arbonne's contact centers performed most of their processes manually. There were no automated scheduling tools. All requests were handled via paper or email. Schedules were created in Excel sheets and hand distributed to the agents at their desks. There was no automated recording system and the quality team hand recorded calls every Monday, prepared their weekly quality monitoring activities, and retained interactions only for five days. Additionally, all reports, evaluations and documentation were created as Excel and Word documents and provided to agents and supervisors as a hard copy once a week. For quality management, the contact centers were unable to source interactions related to issues that surfaced at their corporate office. Plus, agents did not trust QA because they had no ability to listen to a scored call.



## The Solution

Arbonne decided to deploy a customer service workforce optimization system since forecasting, staffing, training and performance management are all critical to successfully implementing aggressive release schedules of system changes, marketing initiatives and new product launches.

With a feature-rich workforce management solution they could increase efficiency by optimizing scheduling, accurately forecasting, increasing the bandwidth for the management team, and improving reporting capabilities. A quality management solution would help maximize contact center productivity, improve quality of service, and enhance overall business performance. Performance management would pull all of the agent performance data together to help agents strive for improvement by enabling self-management and proactive performance monitoring.

To achieve their goals, Arbonne selected NICE because of its packaged solutions consisting of NICE IEX Workforce Management, NICE Quality Management and NICE Performance Management, as well as NICE's attractive pricing and ability to meet its timelines.

Arbonne found that all members of the NICE team, including consulting, sales, design and implementation were very professional, responsive and collaborative throughout the deployment process. The NICE Professional Services consultant assigned to the project was the key player critical to their success, effectively overseeing all aspects of the project, including customer kick-off, business needs assessment, solution design, set up and configuration, training and implementation, and ongoing consultation.

Once they implemented the system, agents felt much more empowered than they had been previously. They had the opportunity for the first time to immediately see their quality evaluations and challenge scored calls when they felt it was necessary. In addition, agents had immediate access to listen to their daily calls which was helpful to understand customer follow up needs, learn from the way they sound and deliver information, and self-correct when appropriate.

"The NICE system keeps me organized and on target with my monthly goals. It gives me a good view of where I am and where I need to go to accomplish my goals. It makes the evaluation process quicker and easier to execute. I am glad to work with NICE."

Gregory, QA Analyst, Arbonne

Supervisors gained immediate access to interactions and evaluations and received alerts for urgent situations that required quick action. They were also able to pinpoint dissatisfied customers who escalated their calls and coach their agents when appropriate. From an operational standpoint, supervisors were able to gauge staffing needs based on NICE IEX Workforce Management's scheduling functionality and leverage the screen capture functionality to see how effectively agents were using the system.

The combination of NICE solutions provided Arbonne significant business value. The company was able to detect spikes in call volume coupled with capturing interactions to gain immediate insight into customer acceptance of marketing programs and changes. Arbonne was also able to calibrate sessions, providing insight into complex calls that educated supervisors and management about how current program changes impact the agent's ability to support customer needs. With NICE, Arbonne's contact center management team was able to quantify business impact to the corporate executive team and provide actual voice of the customer calls to support its findings.

## About NICE

NICE (Nasdaq: NICE) is the worldwide leading provider of both cloud and on-premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. [www.nice.com](http://www.nice.com)