



## Customer Profile:

Insurance

## Website:

<http://usa.marsh.com>

## Location:

Des Moines, IA; Newton, IA; Dearborn, MI;  
Kitchener, Canada

## Business Need:

Marsh wanted to improve operational efficiency and agent performance by:

- Implementing a Windows-based platform for more efficient in-house support,
- Increasing the number views and reports for better insight into real-time agent performance
- Leveraging the schedule policy and time board module to significantly decrease email requests from agents

## NICE Solutions:

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

## The Impact:

- Discovered how to eliminate 75 percent of workforce management-related email traffic to the contact center
- Aligned agents with business processes rather than just call handling
- Boosted adherence and conformance rates

## On The NICE Solution

"Upgrading our NICE IEX Workforce Management system to Release 4 provides our call centers with an improved method to forecast call arrivals, AHT, service levels and agent scheduling. And as a bonus, our enhanced reporting capabilities present us greater opportunities to manage our performance."

Matt Seifert, Managing Director,  
Marsh U.S. Consumer

# Streamlining Operations and Improving Agent Performance

## About Marsh U.S. Consumer

Marsh U.S. Consumer, a service of Seabury & Smith, Inc., is a subsidiary of Marsh Inc., a world leader in delivering risk and insurance services/solutions to clients. The "Consumer" business operates across the globe, providing clients with insurance brokerage and program administration solutions. Marsh U.S. Consumer works with affinity/program businesses to sell and administer insurance products and services on a full-service platform. Clients include employer groups, associations/membership organizations, financial institutions, transportation/logistics firms and various other corporations and affiliates.

## The Challenge

Marsh U.S. Consumer has four contact center locations with a total of 500 agents handling over 3 million inbound and 1.5 million outbound calls annually.

Marsh U.S. Consumer wanted to upgrade their existing NICE IEX Workforce Management from R3.12 to R4.6. The criteria for the implementation included a Windows-based platform for more efficient in-house support; a greater number of reports for faster and clearer insight into real-time agent performance; and the schedule policy and time board module to significantly decrease email requests from agents.



## The Solution

To improve operational efficiency in the contact center, Marsh U.S. Consumer upgraded its system to Windows-based NICE IEX Workforce Management R4.6. Marsh's priority was to have the system set up in minimal time and additionally to drive efficiencies and meet a challenging ROI.

Timelines for the upgrade were critical as they wanted to ensure that there was no disruption to their operations during peak periods, they were aligned with their Windows 7 transition plans, and they upgraded before their IT freeze periods.

Throughout the project, Marsh U.S. Consumer's team had an excellent working relationship with the NICE project manager. They collaborated closely to set expectations and timelines throughout the project and maintained open channels of communication throughout the process.

After the upgrade was completed, NICE provided the Marsh U.S. Consumer team with highly interactive and detailed training to help them optimize usage of the new system. Supervisors were trained with Webstation but quickly found that in most businesses, there were operational benefits with providing them with R4 access to monitor real-time adherence and to maintain visibility for their teams' schedules.

Among the benefits Marsh U.S. Consumer reaped is a quick return on investment due to increased automation. Their contact centers have operated much more efficiently by defining business rules and eliminating email traffic between the contact centers and workforce management system. R4.6 is helping to eliminate 75 percent of their workforce management-related email traffic to the contact center by enabling them to implement more schedule changes directly from NICE IEX Workforce Management's WebStation and generating immediate approvals from the system rather than waiting for email responses.

NICE IEX Workforce Management Release 4 also allowed Marsh U.S. Consumer to align its agents with business processes rather than just call handling. The release provided Marsh U.S. Consumer's contact centers with improved methods to forecast call arrivals, average handle time (AHT), service levels and agent scheduling. Additionally, it enhanced their reporting capabilities to help manage agent performance based on defined KPIs. Marsh U.S. Consumer can now pinpoint the amount of lost productivity, the reasons behind reduction in service levels and more accurate staffing requirements.

WebStation provided them a view of personal stats as compared to their immediate team and the entire contact center as well, and with the new release, managers can view daily, weekly and yearly totals as well as the breakdown by call type. By enabling managers to view more detailed statistics, Marsh U.S. Consumer has been able to markedly improve adherence and conformance rates.

"By upgrading our NICE IEX Workforce Management System to release 4.6, we have already begun to see a significant improvement in the way we manage our contact centers. We are reducing our email traffic by 1500 each month improving our daily operations, and can accurately gauge agent compliance. Additionally, our staff feels empowered that they can measure their performance in real time."

Matt Seifert, Managing Director, Marsh U.S. Consumer

## 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)