



#### CUSTOMER PROFILE:

Retail

#### WEBSITE:

[www.stubhub.com](http://www.stubhub.com)

#### LOCATION:

Connecticut (near Hartford), Chandler (AZ), Salt Lake City (UT)

#### BUSINESS NEED:

- Improve and optimize the evaluation process
- Enhance agent coaching to improve their performance
- Achieve performance optimization, getting information to agents faster

#### NICE SOLUTIONS:

- NICE Interaction Management
- NICE Quality Optimization

#### THE IMPACT:

- Streamlined evaluation process for ease of use across all LOBs
- Created consistencies and improvements and eliminated errors in the process
- Increased productivity of evaluation process by 20-25 percent

## ON THE NICE SOLUTION

**“During the three months of implementing the NICE system, we experienced a significant improvement in the customer service coaching for our agents. My QA staff loves it! It is extremely useful to be able to monitor new customer service agents and know right away how they handle themselves. Coaching has become so much easier! Even the veteran agents now have the ability to “tune-up” their skills on a regular basis.”**

Deb Cahill, Program Administrator, StubHub



# OPTIMIZING AGENT EVALUATION PROCESSES AND COACHING

## ABOUT STUBHUB

StubHub is the world's largest ticket marketplace, enabling fans to buy and sell tickets to tens of thousands of sports, concert, theater and other live entertainment events. StubHub reinvented the ticket resale market in 2000 and continues to lead it through innovation. The company's unique online marketplace, dedicated solely to tickets, provides all fans the choice to buy or sell their tickets in a safe, convenient and highly reliable environment. All transactions are processed and delivered by StubHub and backed by the company's FanProtect Guarantee. Company partners include the Ottawa Senators and the Rogers Cup Tennis tournament, along with over 60 teams in the NFL, MLB, NBA, NHL, MLS and NCAA, complemented with companies such as ESPN, AEG, Tickets.com, and Paciolan.

StubHub is an eBay company (NASDAQ: EBAY). For more information on StubHub, visit [StubHub.com](http://StubHub.com), [Twitter.com/StubHub](https://twitter.com/StubHub), [Facebook.com/StubHub](https://facebook.com/StubHub), or [YouTube.com/StubHub](https://youtube.com/StubHub).

## THE CHALLENGE

StubHub is the world's largest ticket marketplace. In 2012, it saw approximately 15 million unique visitors per month to its site. The company employs approximately 655 agents, both brick and mortar and outsourced, handling incoming and outbound calls. StubHub was using a cumbersome error-prone Sharepoint process to evaluate its agents. This method was subjective and left room for errors and significant variances. It didn't allow them to measure efficiencies or to implement standardization. They wanted to formalize and compartmentalize the ability to have repeatable, accountable calibration sessions.

## THE SOLUTION

Since StubHub's sister companies were using NICE solutions, the company had an idea of how to improve efficiencies in their agent evaluation process. By adopting NICE Interaction Management with NICE Quality Optimization they noticed immediate process improvements resulting in greater efficiency.

“Between increased functionality, user-level access, and the ability to manage the system across an array of centers, we are experiencing at least a 25 percent time savings when it comes to evaluating calls for QA standards and requirements,” said Dave Fuka, StubHub's Manager of Quality Assurance. “NICE has enabled us to create a comprehensive set of QA coaching tools and has provided our agents with a great way to evaluate their own performance over time. There is nothing like hearing your own calls to highlight points of concern you don't even realize are taking place during conversations.”



With the NICE solution in place, StubHub experienced a significant reduction in overall group variance, comparing their scores to the average. Since they can calibrate within the system, they saw better results and improved their overall calibration efficiency. They achieved their goal of creating a measurable and repeatable process, and of standardizing that process. StubHub can now measure their agent scores month-over-month. In terms of consistency, the new process showed a significant reduction in overall group score variance with corresponding scoring averaging within 0.4 point on a 10 point scale.

**“WE DISCOVERED THE BUSINESS ISSUES ANALYSIS REPORT, AND I SHARED IT AT ONE OF MY ‘STUBBER NUGGER’ MEETINGS. TEAM MANAGERS AND SUPERVISORS ARE FINDING IT VERY HELPFUL FOR IDENTIFYING THE “QUICK HIT” FOCUS AREAS. MEMBERS OF THE QA TEAM ARE ALSO USING IT TO HELP THEM IDENTIFY TOPICS FOR THE WEEKLY HUDDLES WHERE THEY PRESENT TIPS AND SUGGESTIONS TO CUSTOMER SERVICE AGENTS.”**

Deb Cahill, Program Administrator, StubHub

## **ABOUT NICE SYSTEMS**

NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video. NICE solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. [www.nice.com](http://www.nice.com)