



Customer Profile:
Communications Provider

Website:
www.upc.nl

Location:
The Netherlands

NICE Solutions:
• NICE Real-Time Process Optimization (RTPO)

On The NICE Solution

“NICE Real-Time Process Optimization has delivered on all counts... it has driven a significant reduction in AHT and a measurable increase in the success of sales promotions.”

Marco Vianen
Vice President, Customer Operations
UPC NL

UPC Netherlands

UPC NL, the cable and media company serving more than 2.1 million households in the Netherlands, was looking for ways to **increase customer satisfaction, improve operational efficiency and boost profitability.**

With the help of **NICE Real-Time Process Optimization (RTPO)**, UPC call center agents are now able to “**place greater focus on customers**”, making customer experience an optimal one. The company also saw a **significant reduction in Average Handling Time (AHT)** of more than 20 seconds and an almost **40% increase in the success of sales promotions** and in service-to-sales conversion rates. UPC realized **return on investment (ROI) in less than 6 months.**

About UPC Netherlands

UPC NL is part of UPC Broadband, Liberty Global's European cable division. The cable and media company serves a total of 2.1 million households, with 660,000 customers of broadband Internet services, and more than 526,000 subscribers of the digital telephony services. UPC started out as the Netherlands' very first cable company with large-scale deployment of digital TV Video-On-Demand (VOD) services, now subscribed to by more than 592,000 Dutch customers.

UPC also delivers Priority services, which are tailored specifically for the needs of businesses, and are successfully deployed at leading hospitals, energy companies and travel agencies throughout the Netherlands..

The Challenge

UPC continuously strives to increase customer satisfaction, operational efficiency and profitability. As part of this effort, the company made a decision to improve the quality of its call center interactions. The objective was to optimize the customer experience for its subscribers and in addition, UPC was looking to further reduce Average Handling Time (AHT), and raise service-to-sales conversion rates at its network of call centers spread out across Holland.

“Our needs primarily revolved around enhancing customer experience while still generating greater revenue,” explains Marco Vianen, Vice President of Customer Operations at UPC NL.

“Our customer relationship management – or CRM – infrastructure was not designed to focus specifically on customer interactions.”



From a customer experience perspective, we needed to be able to gear up and respond quickly to subscribers' needs – to enable call center agents to better serve them with complete, context-sensitive awareness of their history, as well as of their real-time circumstances," he continued. "On the business side, we required a solution that would enable us to have faster time-to-market for new commercial and operational initiatives."

Alex Ten Cate, Customer Care Project Manager at UPC, adds, "We sought a solution that could continuously **provide our call center agents with the relevant information they need in order to proactively address the needs of the customer on the line**. The solution would then apply appropriate business rules to improve efficiency of customer interactions, and enable agents to fully capitalize on potential revenue opportunities and generate new ones."

The Solution

UPC's Customer Care team found the solution it sought in the **NICE RTPO**. The solution reduces overall operating costs by enabling agents to shorten call duration, improve efficiency and keep errors down to a minimum. It also boosts revenue generation by providing **ideally timed contextual guidance** on the most effective cross- and up-sell offers.

A key feature also bundled in the solution included an automated process capable of determining technical faults by capturing customer data entered in the company's Interactive Voice Response (IVR) system. The process automatically accesses UPC's own management software to **automatically perform diagnosis and quality checks to ensure proper resolution of technical problems during the call**. All of this is fed back into UPC's legacy CRM applications. Additionally, a credit tool was implemented to present Customer Care personnel with customers' most up-to-date credit information. As a result, call center agents benefit from inclusive access to all relevant information on the caller, making each customer interaction accurate, efficient and positive for the customer.

The software was also used to **improve resource allocation when dispatching in-house and outsourced technicians to customer sites**. With NICE RTPO, a typically complex process was transformed into a fast, error-free and intuitive system, resulting in a drastic reduction of AHT.

UPC also uses the Real-Time Designer, a friendly and intuitive interface enabling its Customer Care managers to accurately set up and define projected call center interaction scenarios, call flows and contextual call-outs, with little or no IT support.

The Results

"NICE has delivered on all counts. During the time it has been in use at our call centers, it has driven a significant reduction in AHT and a measurable increase in the success of sales promotions. NICE has become an indispensable aide in our call center agents' daily working environment."

Marco Vianen, Vice President, Customer Operations, UPC NL

After successfully implementing the solution, the following results were observed:

- Return on investment (ROI) achieved in less than 6 months
- A major increase in sales conversation rate
- Average Handling Time reduced by more than 20 seconds

"The solution allows our agents to place greater focus on customers, rather than focusing on procedures and technicalities," states Alex Ten Cate. He adds, "We have already started on the next steps, including deployment of advanced process optimization capabilities that will provide our customer care and business managers with survey and reporting capabilities. These will primarily be used to identify service areas requiring improvement."

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