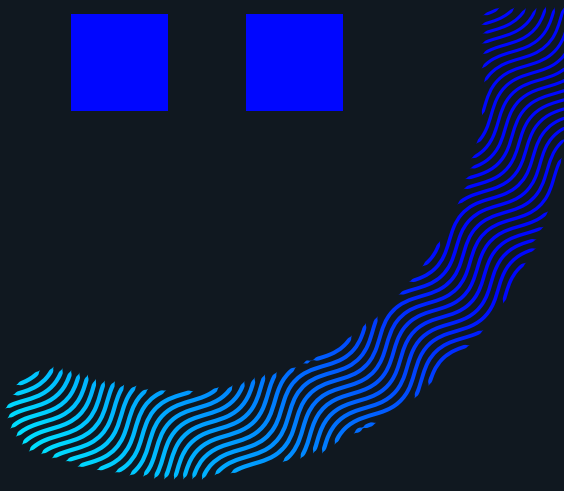


Case Study

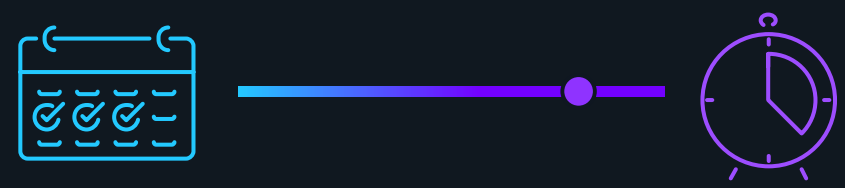


Danone Slashes Onboarding Time with NICE CXone

Originally founded in France, Danone is a global health food company. With its Nutricia and Waters product lines, Danone is an established food and beverage brand name in Brazil. This contact center serves the company’s reseller and distributor partners in Brazil and handles complex questions and issues. They needed tools that provide consistent access and support, especially for newly remote teams. Implementing NICE CXone ultimately helped the Danone Brazil contact center shave days off the time it spends onboarding each employee and strengthen its reporting processes.



REDUCED AGENT ONBOARDING TIME FROM 10 DAYS TO MERE MINUTES



IMPROVED REPORTING WITH VISUAL ELEMENTS AND DASHBOARDS



INCREASED ↑ AGENT PRODUCTIVITY



BOOSTED FLEXIBILITY OF IVR CHANGE PROCESSES



CUSTOMER PROFILE

ABOUT

Since 1919, Danone has been crafting dairy products that serve its mission to “bring health through food to as many people as possible.” Now a worldwide company, Danone offers an expansive product list that includes both dairy and plant-based foods and a selection of beverages. Danone is a world market leader in Essential Dairy and Plant-Based Products, Early Life Nutrition, Medical Nutrition and Waters.

INDUSTRY

Food and Beverage

WEBSITE

www.danone.com

LOCATION

Sao Paulo, Brazil

AGENTS

45 agents serving at reseller/distributor contact centers

GOALS

- Increase reporting capabilities
- Simplify agent onboarding
- Track customer satisfaction in platform
- Reduce stress of IVR changes

PRODUCTS

- [NICE CXone](#)

FEATURES

- Provide in-depth analytics and benchmarking capabilities to drive actionable insights.
- Gain detailed feedback from customers to enable the business to improve performance.



01 THE BEFORE

Before NICE CXone: Inefficient and Difficult to Use Tools

Danone was using a private branch exchange (PBX) telephone system that offered no support for digital channels, and the team found making changes to the interactive voice response (IVR) system difficult. The tool also lacked the ability to create and send customer satisfaction surveys, hampering Danone's quality assurance approach. These issues were magnified when the team began working remotely in 2020.

02 DESIRE TO CHANGE

Searching for a comprehensive, user-friendly solution

In partnership with Belltech Brasil, Danone Brazil began evaluating different options available on the market. It wanted a user-friendly solution with reporting capabilities that could inform its overall strategic approach. Ease of onboarding was also important given the challenges a distributed team presented. Danone wanted a solution that simplified IVR adjustments and that could evolve with the company to integrate additional communication channels. While the current solution could be upgraded, the process would require additional hardware and investment to do so.

03 THE SOLUTION

Saving time and streamlining processes

Danone's search for a new solution led to the NICE CXone cloud platform, which streamlined the process of onboarding remote agents, increasing accessibility and oversight for management. The amount of time needed to add a new agent to CXone was negligible, meaning productivity was not affected during the switch between solutions. No formal training was needed to bring the team up to speed, and the platform was fully online within a month.

Once the solution was in place, Danone implemented a new customer satisfaction survey to bolster its quality assurance approach. With CXone, the Danone team gained an easy-to-use dashboard that made it easy to uncover insights and apply learnings to the organization's overall customer service strategy. IVR scripts were updated, with ongoing changes easy to implement as needed.

"Previously, we had basically an Excel sheet with survey results that we had to filter, and with CXone we have a full dashboard with useful, visual reports," said Jonathan Oliveira, IT manager for Danone. "It was also a major benefit that we did not have to invest in additional hardware or systems to get this off the ground. With the cloud platform, we were able to get CXone up and running with what we have."

04 THE RESULTS

Increasing efficiency and empowering agents

With CXone, Danone is saving days of process each time it onboards a new agent. With the previous solution, getting a new agent online took around 10 days; with CXone, the process takes mere minutes. Once in the system, those agents have supportive tools that empower them to provide exceptional customer service. Danone was also able to save resources previously needed for maintaining a VPN structure for remote agents; CXone's cloud platform meant it was no longer needed.

CXone allows for expanded call-back options, meaning customers can be reached where it is most convenient for them, even if they initially called from a different phone number. The searchability of recordings of voice interactions within CXone also boosted productivity for agents, ensuring the quality and traceability of individual calls. Thanks to the cloud hosting approach, downtime for agents has been reduced drastically. "If we do experience a tech outage with CXone, we're back online in just minutes," Oliveira said.



05 THE FUTURE

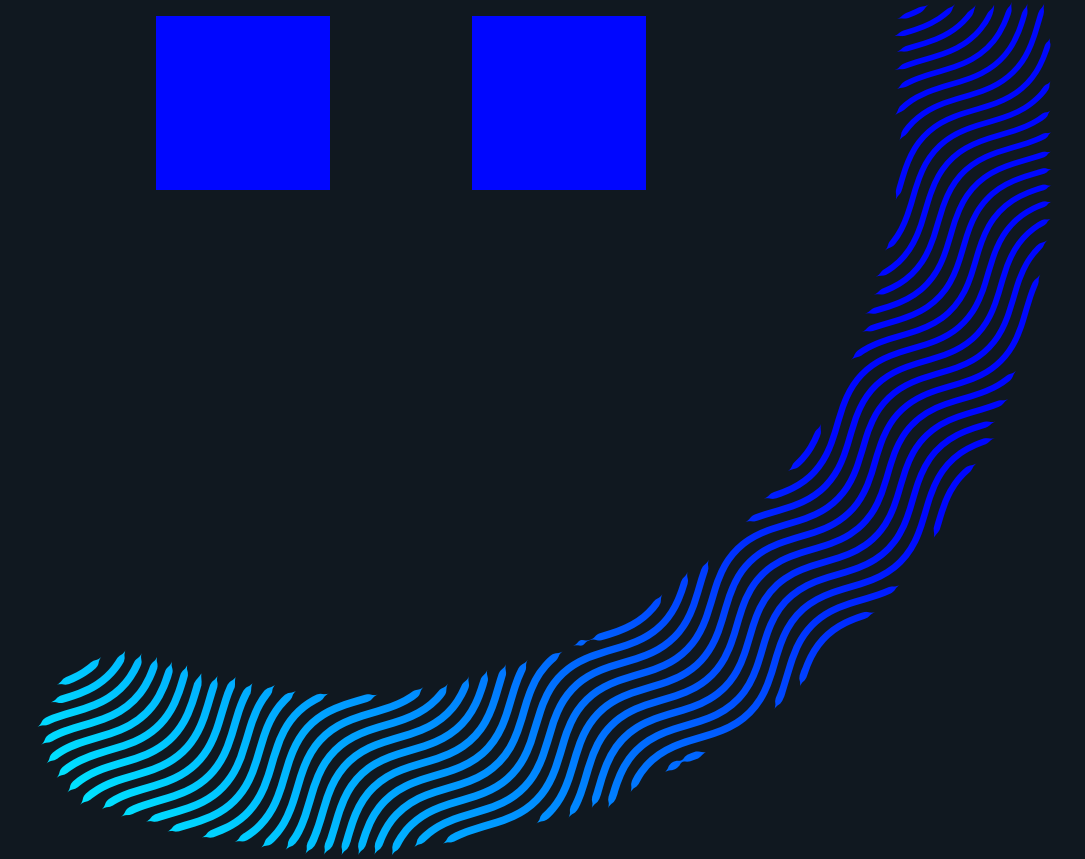
Integrating additional channels

Given the success Danone has seen in its Brazil contact center on the telephony side, the organization is exploring adding more channels to the platform, including digital communication channels. Additional customer touchpoints will enable the organization to monitor and learn from customer sentiment in more spaces.

“With the ease of searching and filtering insight from CXone, we see potential for leveraging these capabilities in other areas and on other teams,” Oliveira said.

“CXone is an out-of-the-box solution that met our immediate needs and was complemented by quick and easy customization of reports and dashboards. **Immediately after implementation, our agents had an improved and simplified experience.**”

JONATHAN OLIVEIRA
IT MANAGER
DANONE



About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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