

Case Study

Siemens

CUSTOMER PROFILE

Siemens Digital Industries Software is a global technology company driving transformation to enable a digital enterprise where engineering, manufacturing and electronics design meet tomorrow. The Xcelerator portfolio helps companies of all sizes create and leverage digital twins that provide organizations with new insights, opportunities and levels of automation to drive innovation.

WEBSITE

www.sw.siemens.com

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Email
- CXone Chat
- CXone Agent for Salesforce®

RESULTS ACHIEVED

- 500% increase in pipeline opportunities in the first quarter of CXone Chat deployment
- 80% decrease in time to train new hires
- 38% increase in opportunities sent to global sales force from phone inquiries
- 30% reduction in average response time
- 16% fewer abandoned calls, leading to substantial pipeline growth

ON THE NICE SOLUTION

“CXone’s advantage is the ability to handle multiple channels across multiple departments with data accuracy and reporting.”

Josh Jennings
Global Director of Hub Sales
Siemens Digital Industries Software

SIEMENS

Siemens Digital Industries Software Boosts Pipeline Opportunities 500% with CXone

ABOUT SIEMENS

Siemens Digital Industry Software’s global contact center drives the customer journey for prospects that decide to reach out to the company. Nine hundred fifty agents based in 30 global locations handle around 500,000 queries annually from prospective customers who need pre-sales, sales or product support.

THE CHALLENGE

Josh Jennings, Global Director of Hub Sales at Siemens Digital Industries Software, recognized there was an opportunity to standardize how the offices around the world were managing their inbound inquiries coming from both chat and phone. Additionally, Josh saw an opportunity to extend the options for customers to communicate with the company by providing more interactive channels. He says, “If customers didn’t feel like calling, their only other option was to fill out a web form and then wait for a reply. It wasn’t a smooth process, and we were losing out on opportunities for sales.”

Siemens’ old system was only deployed in the Americas. Agents were contacting customers through Skype, Google phone or even using their cell phones. Josh explains, “There was limited tracking and reporting setup to monitor how agents were performing and working the data.” The complexity of the old system was compounded due to Siemens’ extensive product portfolio. “We’re a complex business,” says Josh. “Our Xcelerator portfolio is an integrated set of platform of software, service and application development. It’s sold globally and agent cover 12 languages across 12 three time zones. The number of skills we had on our old system was enormous to account for all possible ways calls had to be routed. In addition to being cumbersome and complex to manage, it was confusing for our potential customers.”

Case Study

“We also couldn’t route inbound traffic. There was no standard flow to route the incoming calls to qualified agents, and the delay in getting the calls to the right person could be frustrating for our customer.” The only inbound phone numbers published were physical office locations, so often calls were answered by receptionists who couldn’t transfer them quickly to agents. Many callers simply gave up on the attempt to reach an agent.”

Chat was another problem area that Josh wanted to address. Siemens was using a Salesforce chat solution that supported only U.S.-based agents. Since it was a separate solution, the agents had to login to answer chats. A supervisor was assigned to monitor incoming chats and manually assign them to agents. If they forgot or got busy, customer inquiries might go unanswered. “I recognized that we had a chance to expand our chat deployment in a much more efficient and scalable way. We could also take it global and support a breadth of languages.” says Josh. “We were essentially starting from the ground up when it came to chat.”

“Without a standard technology platform for agents to work from each contact center had developed their own version of the global process. This made training and consistent reporting a challenge. All the time we spent trying to get new hires up to speed didn’t pay off and simply was not sustainable.”

THE SOLUTION

As a global software company, Siemens Digital Industries Software needed a centralized contact center solution that could be used by all its international locations. It also needed to offer customers the option to pick their channel of choice in their preferred language, and the solution had to be easy to manage and administer.

With CXone, Siemens can now easily and quickly deploy new channels to all its contact centers. By expanding from a single U.S. toll-free number to 12 toll-free numbers covering 12 languages, customers can contact the company in their preferred language using any channel.

“With CXone Chat, we also have a global chat solution in 12 languages across multiple websites, which gives customers another real-time channel,” says Josh.

CXone’s easy-to-learn agent interface made training the agents on the new system a smooth process. With all interactions handled in one consolidated solution, and a seamless integration of the contact center controls with the Salesforce interface already in use by the agents, training time was reduced by 80%.

OPPORTUNITIES IDENTIFIED

CXone Chat is a game-changer

One of Josh’s requirements for CXone’s omnichannel capabilities was increasing the number of opportunities sent to the global sales teams.

“We struggled to accurately measure the number of opportunities we were sending to sales from chat. With CXone Chat, in the first three months of our world-wide deployments, we could now quantify a 960% increase in opportunities,” Josh says.

“With CXone, when a customer or potential customer wants to connect with someone in real time, they now have an option to call or chat.”

The results were dramatic. “For inbound calls, we saw a 38% increase in opportunities forwarded to the global sales teams. We also were able to add two new chat channels in EMEA and APAC.”

“With our old system, we would have a backlog of interactions, but with CXone, on the outbound side, we can track time to first touch, and we’re at least 30% faster in reaching out to prospective customers.”

Agents’ satisfaction increases

CXone has also had a positive influence on Siemens’ agents. “Our employee satisfaction is higher with CXone,” says Josh. “Their time was shifted from 100% outbound calling to a mix of outbound and inbound. They can now talk to more

prospects and customers and have better conversations by accessing customer context for every interaction.”

“Across the globe, we’ve standardized how we train our agents, so there’s no more frustration about spending weeks to learn the system just to find out that things are done differently. CXone is easy to learn, so new hires are able to quickly get up to speed.”

16% reduction in inbound abandon rate

Siemens Digital Industries Software previously struggled with high transfer rates, because callers had trouble connecting to the right agent.

“For our Italian office, for instance, all incoming calls went to an administrator who was tasked with transferring them; however, we didn’t have a way to measure how many of those customers made it to one of our agents,” says Josh. With the company’s new global toll-free numbers, incoming calls are routed directly to the right person who can help. This reduced inbound voice abandon rates by 16%. “Now the best qualified agents answer the phone,” says Josh.

When Siemens Digital Industries Software turned on the CXone IVR, they were surprised to learn that about 40% of the calls coming into sales were actually calls for customer support.

“In the past, we had no way to transfer those calls. Now that our support, sales and marketing team are all using CXone, we set up the IVR to offer options so callers can be connected directly to any of those departments.”

The number of calls being transferred to support fell dramatically. “We went from 40% of calls being transferred to just 15% because the new IVR can ask callers some simple questions, and once the customer selects an option, we can quickly route them to the right person. That’s the value of using CXone globally—it gives us flexibility.”

Josh praises CXone’s ability to grow as the needs of Siemens Digital Industries Software change. “CXone can be used out-of-the-box, but includes

additional functionality that can be added as you need it. The CXone platform includes an impressive suite of products and it’s definitely had a positive impact on our business.”

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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