Case Study

Signify

CUSTOMER PROFILE

Signify is a world leader in smart lighting solutions for both residential and commercial sectors.

WEBSITE

www.signify.com

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Performance Management
- CXone Quality Management
- CXone APIs

RESULTS ACHIEVED

- 70% decrease in end-to-end support lead time (includes entire customer journey from an interaction's start to resolution)
- 31% increase in call-to-ticket logging (tracked through dispositions) 13% increase in same-day resolution
- Improved responsiveness to customers' needs
- Eliminated reliance on servers, hard phones and local VPN connections
- Reduced handle time
- Increased performance monitoring efficiency which boosted productivity

ON THE NICE SOLUTION

"I was very impressed with the way that we went live globally with NICE CXone in a very short time."

Luite van Zelst
Global Vendor Manager
Signify

Signify

Signify Improves Same-Day Resolution With Cxone

ABOUT SIGNIFY

Signify is the world leader in conventional, LED and connected lighting solutions for consumers and professionals. Headquartered in the Netherlands, the company has developed innovative lighting solutions for over 100 years.

Signify's customer service teams are distributed among five multilingual hubs across EMEA, APAC and Puerto Rico. The goal of the 180-agent team is to provide first-class customer service 24x7 to Signify's global customer base. They handle over 1.5 million interactions annually via phone, email, chat and webforms. The agents work for Webhelp, a global customer experience and business solutions provider. Webhelp, a long time user of NICE CXone, also served as Signify's CXone implementation partner.

THE CHALLENGE

The previous system could not fully support Signify's goal to strengthen customer-centricity through outstanding customer service. Technical difficulties meant Signify couldn't provide the 100% uptime required for 24x7 service. It also wasn't possible to redirect customer interactions between Signify's global sites which prevented effective disaster recovery.

The system had a complex infrastructure that was heavily dependent on local on-premise hardware and stable intercontinental data links. It also required specialized IT support skills that weren't available 24x7 and scarce in the market.

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Disruptions and downtime were frequent and slow to be resolved, which heavily affected the support teams' availability and negatively impacted the agents' morale and focus. The agents needed to manually log tickets, which was time-consuming and prone to error. This distracted them from focusing on excellent customer service and improving service delivery.

"It wasn't really working," says Luite van Zelst, Global Vendor Manager at Signify. "Since the system was on-premises there was a mix of on-site and global hardware components which created multiple failure points. If one component broke, the whole system could fail. It was very reliant on old school telephony."

"CXone is a big morale boost for the agents. They're getting positive feedback because we can share their performance metrics with supervisors and executives. Receiving that recognition is a massive benefit."

Luite van Zelst, Global Vendor Manager, Signify

THE SOLUTION

Signify, with the assistance of Webhelp, began the search for a new contact center solution. A global project was initiated to drive digital transformation and support Signify's global contact centers.

As a customer-centric organization, Signify's goal, in partnership with Webhelp, was to implement a global contact center solution that delivered a high-quality customer experience. Signify also wanted to eliminate on-premises hardware, such as servers and hard phones, and local VPN connections.

By routing all interactions through the CXone cloud platform in EMEA APAC, and Puerto Rico, the customer experience improved dramatically. The new infrastructure fully supported Signify's operations with stable performance.

Signify immediately realized the benefits of using CXone to unify all its contact centers on a

centralized cloud platform. "Having one global platform for all our locations with reliable 24x7 uptime is a game-changer for us," says Luite. "It's improved our responsiveness and eliminated reliance on a mix of hardware that we had to maintain for our old on-premises system."

OPPORTUNITIES IDENTIFIED

Omnichannel improves workflow and engagement

With CXone Omnichannel Routing, Signify now has integrated channels and can offer customers a choice of how to communicate with its support team.

"We want to give the customers a choice of channels. We know there's a strong correlation between servicing their preference for a particular channel and customer satisfaction. The greatest benefit, however, is that the channels enable us to serve customers quickly," says Luite.

Visibility also increased dramatically with CXone Performance Management's dashboards and customizable reporting. "CXone has been a big morale boost for the team. The agents were doing great work before, but the supervisors and executives weren't aware of it because the old system had such poor reporting. Now, with CXone Performance Management, they're getting positive feedback because we can share their performance metrics—that recognition is a massive benefit," says Luite.

CRM integration improves same-day resolution by 13%

The customer experience also improved when Webhelp integrated Signify's CRM with CXone using the CXone APIs. Previously, agents manually logged interactions which were time-consuming and inconsistent. Now agents can instantly access customers' profiles across all channels including email, chat and phone. Interactions are automatically recorded and logged, which reduces handle time and gives agents clearer insight

into customer interactions so they can solve issues quickly. Automatic ticket logging also helped Signify and Webhelp discover that some interactions were previously being underreported.

"The automatic ticket logging has made a big impact on performance," says Frans. "We no longer need to follow up on everything manually, which means we can respond the same day a customer sends an email. With our old system, we had to manually check for emails. Unfortunately, that sometimes meant messages fell through the crack and it might be a full day before we responded."

As a result, the number of tickets logged grew by 31% and all issues are now consistently recorded. "The integration helps ensure every issue is logged," says Frans Johansson, Operations Manager for Webhelp.

The CRM integration with CXone also boosted first contact resolution and the time required to solve an issue, end-to-end: from opening a ticket to resolution. "The integration helped improve same-day resolution by 13% and decrease end-to-end support lead time by 70%," says Frans.

When asked about the top business outcomes CXone helped Signify achieve, Luite doesn't hesitate: "Having a global cloud platform is huge because all of our locations are using the same unified solution. We can now confidently offer 24x7 support across the world."

"Our customers also can choose their channel of choice when interacting with us. It's made such a difference in resolving issues the day we receive them which, in turn, improves the customer experience."

Ole adds," We've interviewed our customers for their feedback and they say it's easier to do business with us. We credit CXone for that."

Signify also credits Webhelp for its assistance in getting CXone up and running quickly. "I was very impressed with how fast they set up CXone globally," says Luite. "And it's been very stable since it was launched. We've had a successful journey with CXone."