Case Study

NeoNova

NeoNova
An NRTC Company

NeoNova Delivers Superior Customer Experience with NICE CXone

CUSTOMER PROFILE

NeoNova provides world-class network, help desk and subscriber services for rural broadband service providers.

WEBSITE

www.nrtc.coop

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Email
- CXone Chat
- CXone Workforce Management
- CXone Performance Management

RESULTS ACHIEVED

- 30-second reduction in average speed to answer
- 17% reduction in average call time
- 98% workforce growth in seven years
- Increased customer satisfaction
- Increased agent engagement

ON THE NICE SOLUTION

"Our average speed to answer has improved by roughly 30 seconds in just one year because CXone Workforce Management is helping us staff more accurately. And CXone Performance Management allows us to see at a more granular level what is actually taking place in the life of a call."

Jeff Kennon
Director of Customer Experience
NeoNova

ABOUT NEONOVA

Rural Americans often depend on regional broadband service providers to deliver their internet services. When those consumers need help with technical issues such as setting up WiFi or email, the service providers turn to NeoNova to provide Tier 1 support.

In just seven years, NeoNova's contact center has grown from five support representatives to 180 agents that handle 75,000 phone, email and chat interactions annually. NeoNova's agents are located in three U.S. cities: Huntsville, AL, Cedar Rapids, IA and at the company's headquarters in Raleigh, NC.

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"For the first time, we can quantify average talk time, handle time and after-call work. By tracking these metrics, we've reduced average call time by 17%."

Jeff Kennon, Director of Customer Experience, NeoNova

THE CHALLENGE

Before NeoNova moved to NICE CXone, it used Asterisk, an on-premises system the company had outgrown and which required workarounds to overcome its limitations.

"We work hard to take good care of our broadband affiliates and their customers, but Asterisk's restrictions made that very difficult," explains Jeff Kennon, NeoNova's Director of Customer Experience.

"For instance, Asterisk took only phone calls, and we wanted to give our customers more communication options by also offering email and chat. We couldn't track calls, so we had limited visibility, which impacted scheduling, forecasting and agent productivity."

"Disaster recovery was another huge pain point because the system went down four to five times every year," he says. "The Asterisk hardware was in one location which meant if the equipment failed, our entire contact center was down."

"We knew we needed a world-class contact center solution because Asterisk was really limiting our growth."

THE SOLUTION

NeoNova executives selected NICE CXone from about 300 contact center software vendors.

"CXone helped us expand our operations, and it's flexible enough that we won't be forced to invest in something else in a few years," Jeff says.

"I value relationships, and the NICE CXone sales team really cared about finding us the best solution—not just closing the deal. That was a deciding factor in selecting CXone, in addition to what the technology could do for us."

OPPORTUNITIES IDENTIFIED

Stable and reliable—even if disaster strikes

Because CXone is a cloud platform, it is far more stable and reliable than NeoNova's previous on-premises system. If disaster strikes, agents need only a browser and an internet connection to access CXone to continue servicing customers.

"If we have a snowstorm that makes getting to work difficult for our Raleigh office, we can send agents to another location to continue taking calls or they can work from home," says Jeff. "I like to call it our 'MASH unit,' because we can literally pick up our whole call center, move it elsewhere and never miss a beat. We've even taken phone calls from the back seat of a van driving down the highway."

"I'm confident in CXone's ability to service our customers if a disaster happens," he says. "It also reinforces our company's dedication to customer service, because I no longer have to make difficult calls to our affiliates to explain why our contact center is down again."

Average speed to answer reduced by 30 seconds

NeoNova struggled with forecasting and scheduling prior to moving to CXone. "We used to schedule manually with Excel spreadsheets, which was a time-consuming, error-prone process," Jeff says.

"Now we use CXone Workforce Management to examine incoming traffic and succinctly plan how many agents we need for each shift, in each location," he says. "We have just one person handling twice the scheduling volume that we used to process with spreadsheets. We've essentially doubled our productivity using Workforce Management because it's so much faster and more accurate."

"By scheduling the right number of agents at the right times, our average speed to answer has fallen by roughly 30 seconds in just one year. We're answering calls more quickly, which makes our affiliates happy."

Agent engagement has also risen with Workforce Management. Previously, when call volumes were especially heavy, NeoNova asked agents to work overtime during lunch. With the correct staffing levels, agents rarely do that anymore. "Everyone's satisfied when they get their regular lunch hour," Jeff says.

Agents also like the fact that their performance is now tied to shift bidding. "We use Workforce Management to let our top performers bid on shifts every three months," says Jeff. "It motivates them and rewards high performance."

Building trust by sharing performance data

CXone has given NeoNova greater visibility into call metrics and issues that impact agents' performance. "We can quantify average talk time, handle time and after-call work," Jeff says. "By tracking these numbers, we've reduced average call time by 17%."

"We can also identify specific issues that increase handle times and talk times," he continues. "We can be very intentional about where to focus, such as asking agents to shorten their after-call work. With CXone, we can solve customers' issues more quickly and move on to the next call, making us more efficient and effective."

The ability to share metrics has also built trust between NeoNova and its affiliates. "We value transparency," Jeff says. "Using CXone Performance Management for CXone, we've built dashboards for each affiliate so they can see, in real time, exactly how we're servicing their customers. They can even get regular updates with daily, weekly or monthly subscription reports."

"That has gone a long way in strengthening our relationships," he says, "and word has gotten out that NeoNova is very serious about full disclosure. NICE CXone makes it possible for us to easily share that data."

With CXone, NeoNova has a cloud contact center platform that boosted customer satisfaction, improved agent engagement and streamlined interactions. "I needed a platform that was flexible and stable," Jeff says, "and NICE CXone gave us that and more."

"The relationships we've built with NICE CXone are top-notch," he continues. "Our account manager is always available. I just pick up the phone and say, 'Hey, I've got a problem. Can you help me?' and NICE CXone always comes through. CXone has been a true game changer for our business."