

## Case Study

### CUSTOMER PROFILE

Online education company

### NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- CXone Advanced Chat
- CXone Email
- CXone Quality Management
- CXone Workforce Management
- Proactive XS Outbound Dialer
- CXone Agent for Salesforce

### RESULTS ACHIEVED

- 30 percent increase in service levels
- 21 percent increase in employee satisfaction
- 100 percent increase in new agent productivity
- CSAT score improvement from 4.3 to 4.6
- Improved quality scores
- Increased revenue

### ON THE NICE SOLUTION

“Our service levels jumped 25 percent in just one month due to our agents viewing their real-time adherence metrics. They now understand how their performance impacts service levels.”

Director of Customer Sales and Service for an online education company

## Online Education Company Boosts Service Levels 25% with NICE CXone

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### ABOUT THE COMPANY

A fast-growing, online education company created an innovative web-based curriculum for professionals that includes prelicensing, postlicensing and continuing education courses in their industry. The company's omnichannel contact center employs 30 agents who answer 20,000 calls, 20,000 chats and approximately 5,000 emails from students each month.

# Case Study

## THE CHALLENGE

Although the company maintains an intense focus on innovation, it was difficult for its contact center to keep pace because it was using outdated, premises-based software called MXIE and a collection of nonintegrated tools.

The company couldn't get accurate data from MXIE and had no access to workforce management or quality management tools. In addition, the chat, email, dialer and phone systems were all separate, disparate systems, which made it difficult to assess the contact center's performance.

The old system was also very unreliable because it was premises-based. If the company lost power or experienced bad weather, the entire system went down, which negatively impacted service levels.

Since the company was growing so quickly, it needed the right tools to support future growth and deliver a great customer experience. It began searching for a new contact center platform to deliver on its promise of innovation and outstanding customer service.

## THE SOLUTION

As part of the evaluation process, four vendors were assessed: Five9, Genesys, Avaya and NICE CXone. Because the senior manager in charge of the contact center had already worked with Genesys at a previous employer, it was assumed that the company would probably select Genesys.

It didn't work out that way, though. After all the supervisors evaluated each contact center vendor's software and gave their feedback, everyone voted for NICE CXone.

The management team "fell in love" with CXone because of its intuitive interface and layout. Quality management, workforce management, chat, phone and email are all integrated into the platform, which eliminates the need to manage tools individually. The fact that CXone is accessible from within Salesforce also played a critical role in its selection.

**"Employee satisfaction increased 21 percent, because CXone's integration with Salesforce makes our agents' jobs easier due to automation and streamlining of processes."**

Director of Customer Sales and Service for an online education company

## OPPORTUNITIES IDENTIFIED

### Unified Cloud Platform is a Game-Changer

CXone's unified platform has been a game-changer, because it contains all the components the company needs: workforce management, callback functionality, omnichannel support and more. Using a unified platform has eliminated managing multiple vendor relationships and worries about software incompatibility.

Now the company also has true business continuity in case of a disaster because CXone is a cloud platform. Earlier in the year, CXone's resiliency was put to the test when the company lost power. All agents were sent home to continue servicing customers—they needed only a browser and Internet connection to log in to CXone remotely. As a result, the outage had no major impact on business.

### Service Levels Jump 25 Percent with Workforce Management

Before CXone, the contact center team manually created forecasts and schedules using Google sheets—a time-consuming and error-prone process. Since switching to CXone Workforce Management, forecasting and scheduling are automated based on historical call volumes.

Managers can now forecast incoming call volumes, identify workforce gaps and proactively update the schedule. For example, if an agent calls in sick, managers know exactly what adjustments are needed, so optimal service levels are still achieved. It has eliminated the "shoot-from-the-hip" strategy the team used before CXone.

Using Workforce Management, service levels jumped 25 percent in just one month. The agents

now have dashboards to view their real-time adherence metrics, and they understand how their performance impacts service levels. As a result, revenue, productivity and quality metrics all increased since implementing CXone.

### Increase in Customer and Employee Satisfaction

The company's employees and customers also noticed the positive gains from CXone. In fact, employee satisfaction increased 21 percent from the previous year, and customer satisfaction (CSAT) scores rose from 4.3 to 4.6 on a five-point scale.

The company credits CXone's integration with Salesforce for making agents' jobs easier by automating and streamlining processes. Agent frustration has decreased, because they no longer need to log in and out of multiple systems to service interactions. As a result, agents can help students more quickly, which positively impacts customer satisfaction.

Training is also faster and resulted in new employees becoming productive much more quickly. The company set up a "sandbox" test environment in CXone for new employees to practice answering customer interactions in a low stress environment. The goal was to help them become familiar with the CXone interface before they started taking live interactions.

As a result, new agents are hitting 50 percent of their service level goals right after they leave the classroom—a 100 percent increase over old training methods. Productivity also skyrocketed, because agents can hit the ground running when their training is complete.

This online education company has realized amazing gains since replacing its old, on-premises MXIE system with CXone. It now has a unified platform of tools and data to drive employee performance and positively impact customer satisfaction. As the company continues its rapid growth, it's confident that CXone will always satisfy its requirements, whether adding new functionality or expanding its contact center operations.

## 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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