



## Customer Profile:

Quick Service

## Website:

[www.panago.com](http://www.panago.com)

## Location:

Canada

## Contact Center Size:

- Two call centers w/88 seats each process over 50K orders/week
- 40 remote agent; 16 outbound-only agents

## Business Need:

- Increase employee engagement
- Improve productivity
- Increase coaching effectiveness
- Improve reporting efficiency

## NICE Solutions:

- NICE Uptivity Performance Management
- NICE Uptivity Call Recording
- NICE Uptivity Screen Recording
- NICE Uptivity Quality Management
- NICE Uptivity Coaching & Training

## The Impact:

- Reduced "Not Ready Time" target by 2%
- Improved annual AHT by 5 seconds; \$50K/yr savings
- 2% increase in overall quality and upselling scores
- 100% increase in QA productivity
- More frequent and focused coaching

## On The NICE Solution

"We saw rapid improved performance and productivity due to NICE Uptivity's automated workflows and real-time metrics."

- Graham Thomson, Director of Call Centre Operations for Panago Pizza

## About Panago Pizza

Panago Pizza is a Canadian pizza delivery chain, with independently owned and operated franchise locations. There are currently about 194 stores across the country.

Panago Pizza provides multi-channel customer support for ordering and service, including via phone, website and chat, as well as social media outlets such as Twitter, Facebook and Instagram. The company's mixed customer service workforce includes agents at two physical call centers, with 88 seats each, and 40 agents working remotely. The call centers handle approximately 50,000 orders every week, as well as supporting the online ordering system.

## The Challenge

The Panago Pizza call centers have two complementary purposes: customer service and franchise support. Most of the agents handling the large volume of incoming calls of both types are students, between the ages of 16 and 28, many of whom have no prior contact center experience.

The company's typical employee profile dictates the need for extended training, with clear performance demands, and consistent monitoring of communications. In addition, agents need periodic quality evaluations and coaching to maintain expected service levels. However, as most of the employees are part-timers, ensuring that coaching and evaluations were effective and timely posed a great challenge.

Panago Pizza quality assurance evaluators depended on live monitoring or manual call searches to find valuable communications to review. They then used spreadsheets to record their evaluations. This was extremely time consuming and imprecise, making it difficult to meet monthly completed evaluation targets (three calls per agent, for about 200 agents). The company found that it was short-handed in attempting to keep up with the workload.

Agents only saw their evaluations at the end of a monthly reporting period, which meant they did not know if they were meeting performance goals until that time. This often undermined morale, inspiring attempts to obtain performance metrics directly from the supervisors. But even these efforts required the creation and printing of individual reports from the phone monitoring data. This process was laborious and made claims on everyone's time.

Such contact center inefficiencies had a serious impact on service level adherence. While Panago Pizza focuses on customer service, a few unnecessarily spent seconds in any process in the quick service industry is enough to throw off an entire day's service timeline. This was felt in terms of average handle times, a volatile metric for any agent, and the "not ready on time" rate, both of which were only normally reported to the agents as part of their monthly reviews. It was thus almost impossible for agents to fully understand the drivers behind their performance metrics and to correct unproductive behaviors.



## The Solution

Panago Pizza initially decided to adopt a new call recording solution, as well as a quality assurance and coaching system to enhance customer service. NICE Uptivity was able to offer a suite of solutions, that includes sophisticated versions of recording, quality assurance and coaching tools, as well as real-time and performance management features.

Panago Pizza recognized that the suite, with its additional features, would add real value to its call centers. With NICE Uptivity solutions, Panago Pizza implemented synchronized call and screen recording and live monitoring. This comprehensive feature allows the NICE Uptivity suite to provide agents with personalized and real-time statistics on their performance.

Similarly, NICE Uptivity automates call selection and scheduling for quality assurance, identifying the most valuable calls based on rapid speech analytics. Then, with NICE Uptivity's easy-to-use performance monitoring dashboards, Panago Pizza's supervisors and quality teams get an organized view of individual and group metrics.

### How to Leverage the Uptivity Suite

Panago Pizza focused on bringing real-time statistics directly to the agents. Although NICE Uptivity could stream a large number of statistics, the real-time ticker on each agent's workstation only displays a few: number of agent calls, average handle time (AHT), "not ready" rate (as a percent of calls), and quality results.

As the agents see their personal metrics updating automatically during the workday, their attention is focused where Panago Pizza wants it to be. Moreover, agents are empowered to make intraday decisions about the service they provide. For supervisors, the direct flow of information also means there is no need for on-demand reports.

Agents are required to review their quality assurance ratings and listen to their own calls selected for evaluation. They then score these calls as a starting point for discussion in a monthly coaching session.

With NICE Uptivity's automated analytics-based selection of recorded calls for evaluation, quality assurance evaluators know that all calls assigned to them can provide value. This has helped Panago Pizza identify new coaching opportunities and provide much better feedback to agents, including playback review of their tone, inflection, and other subtle elements of speech.

### Getting Results: Both Measurable and Intangible

Average handle time for each call improved by about five seconds, which translates into a savings of about \$50,000 annually. In addition, AHTs were overall more stable after the implementation of the NICE Uptivity suite.

The "not ready" metric rapidly improved, as well. The target percentage has been reduced to 2%.

With NICE Uptivity's automated workflows and analytics, Panago Pizza quality assurance teams improved productivity by 100%. The most actionable information is ready at any time and delivered to agents in a timely manner, increasing the pace of service improvements and reducing the need for supervisory meetings. Supervisors, in turn, can use more of their time for monitoring the queues, and providing support to agents and customers.

Overall, NICE Uptivity has streamlined Panago Pizza's administrative processes, reduced costs, improved reporting accuracy, and increased productivity. This has resulted in a very rapid 2% increase in overall quality and upselling scores, reflected in an improved customer experience.

### Taking the Process to the Next Level

With regular calibrations of performance scoring, consistency has improved, and agents have expressed greater faith in the fairness and integrity of the process. This has inspired Panago Pizza to consider introducing NICE Uptivity functionality to other systems, such as custom ordering and workforce management. As more systems come under the NICE Uptivity umbrella, the company expects to fully eliminate administrative work on monthly agent performance reviews.

Another option under review is allowing agents to periodically select their own calls for self-evaluation. Supervisors with access to these results could identify trends in agent concerns.

A current incentive program at Panago Pizza includes the cancellation of regular coaching sessions for agents who score 100% on their quality reviews. In the same spirit, the company is looking at raising formal QA expectations for those perfect scorers, with accordingly greater rewards.

## About NICE

NICE (Nasdaq: NICE) is the worldwide leading provider of both cloud and on-premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. [www.nice.com](http://www.nice.com)