



Customer Profile:

Hospitality

Website:

www.caesars.com

Location:

Las Vegas, Nevada

Business Needs:

- Cost-effective scheduling
- Operational efficiency
- Customer satisfaction
- Meeting service level demands

NICE Solutions:

- Workforce Management

The Impact:

- Meeting service level demands
- 25% boost in service level
- 78% improvement in average speed of answer

On The NICE Solution

“With NCE WFM, we were able to deliver the service we pride ourselves on.”

- Jonathan Arnold, Director of Support Operations,
Caesars Entertainment

About Caesars Entertainment

Caesars Entertainment Corporation (“Caesars”) is the most diversified casino-entertainment provider in the world, as well as the most geographically diverse US casino-entertainment company. Since its beginning in Reno, Nevada, 75 years ago, Caesars now operates 50 casinos in 13 US states and five countries. In addition, the company operates ten different hotel properties in Las Vegas, Nevada, for every type of traveler and lifestyle.

Caesars Teleservices provides hotel reservations and services through a contact center in Las Vegas. At the center, 850 agents handle an annual contact volume of about 17,110,000. The contact center operates on a 24/7 basis.

The Challenge

Caesars is dedicated to continuously improving guest experience, as part of a concerted effort to build customer loyalty. The guest services department is the branch of the organization with direct guest contact. However, a separate guest services unit was located at each hotel property and managed locally.

Moreover, workforce management at each property was being organized using simple Excel spreadsheets. This was adding yet another aspect to the incoherence and inefficiency of customer services.

The result was inconsistent service, with a 57 percent rate of service level adherence among Caesars employees responsible for responding to guest services communications. Average call abandonment – indicating customer frustration with the quality, journey or speed of service – over a six-month period was at 15 percent.

These represented red lines to the Caesars leadership team. Thus, the company sought a solution that would, first and foremost, improve service levels and reduce call abandonment.



The Solution

As a first step to improving the company's overall service levels, Caesars recognized the need to consolidate the disparate guest services from each of its Las Vegas properties. The company therefore established a single, centralized contact center in the city. This provided Caesars the capability to implement consistent standards of service for all its hotels.

For purposes of efficiency, agents in the centralized contact center were expected to handle calls related to any of the Caesars Las Vegas properties. This required specific and comprehensive training (or retraining, for service agents already employed by the company).

After the migration to a single contact center and agent training were completed, Caesars had to choose a workforce management solution appropriate to its new needs. The company decided on the NICE Workforce Management (WFM) platform, as it was a comprehensive product that would quickly and coherently address the need to create accurate forecasts and schedules, implement shift bidding, track agent activity for performance issues, and improve adherence.

What WFM Brought to the Table

The implementation of NICE WFM provided Caesars with staff effective scheduling and forecasting at the guest services contact center. This is due to automatic and centralized updates of scheduling changes, as well as instant communication with agents. In addition, scheduling rules in the WFM solution can be defined precisely and set for any date ranges.

NICE WFM further optimized staffing forecasts by accurately identifying which agents have which skills. This enhanced performance insight includes the capability to drill down into the data on specific work items and scheduling periods.

Schedule adherence is monitored in real time for all agents from a single screen, with outliers automatically highlighted. Workforce managers can customize their NICE WFM reporting to display performance information they need to see in a coherent and comprehensive manner.

The solution also provides visibility into wider performance issues, such as correlations that impact schedule adherence and workforce forecasting. It also provides deeper insight into agent productivity and opportunities for improvement.

The collected data, in turn, provides employees goals they can meet and be held accountable for in terms of scheduling and performance demands. With the NICE WFM solution, agents are more engaged in hitting these marks because they are afforded greater autonomy in their personal work schedules.

'Astonishing' Results

Effective forecast and schedule planning, as well as in-depth performance monitoring, using NICE WFM has measurably reduced customer call abandonment, increased service levels, and improved productivity. The results were almost immediate, essentially from the solution's implementation, and they remained consistent over time.

The improvements seen by Caesars include:

- A decrease in abandoned calls by 11 percent.
- A 25 percent increase in service levels (to over 81 percent).
- A 78 percent improvement in the average speed of answer.

The latter statistic, specifically, was called "astonishing" by Jonathan Arnold, Director of Support Operations for Caesars Entertainment.

With NICE WFM, Arnold noted, Caesars was once again "able to deliver the service we pride ourselves on."

About NICE

NICE (NASDAQ: NICE) is the worldwide leading provider of enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE solutions help the world's largest organizations deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com