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Customer Profile:

E-commerce

Website:

www.techstyle.com

Headquarters Locations:

Los Angeles and Berlin

Business Need:

- WFM global scalability
- Workforce optimization
- Employee engagement

NICE Solutions:

- Cloud-based Workforce Management
- inContact ACD
- inContact Quality Management
- inContact Recording

The Impact:

- Operational costs decreased to under 3% of net revenue
- Occupancy increased to 75%
- Increased answer rates to 97%
- Improved ASA by 75%
- Decreased AHT by 2 minutes
- ESAT average of 3.64 out of 5
- Attrition decreased to 4.65%

On The NICE Solution

"After the best implementation I have ever experienced, we have improved operational efficiency and decreased costs while also improving the member experience."

- Shannon Nowell, Senior Manager of WFM Optimization & Analytics, TechStyle Fashion Group

About Techstyle Fashion Group

TechStyle Fashion Group is an online fashion retailer focused on marketing "fast fashion", jewelry, handbags and apparel to a membership list of more than four million customers. Active in ten countries, the company has shipped approximately 60 million personalized, trend-sensitive products purchased in omni-channel, international transactions.

TechStyle Fashion Group operates contact centers in the United States, Philippines, Mexico, Poland, and Serbia. An average of 680 agents provide front office services at those locations, with up to 800 agents employed during the company's peak season. With 24/7 operations, the TechStyle Fashion Group sees an annual contact volume of 6.8 million.

The Challenge

TechStyle Fashion Group (TechStyle) moved from manual, inefficient and ineffective workforce management in MS Excel in 2013. The company quickly transitioned through two workforce management solutions to gain control over its growing, globalized service and frontline staff. However, the pace of growth was rapid and the selected solutions were inadequate to the task.

Among the challenges encountered were obtaining accurate and real-time intraday stats; maintaining stable agent monitoring with large contact volumes; customizing reports with fine-grain detail; and generating useful staffing forecast analysis. Most of these issues were connected with the workforce solution being hosted within a multitenant environment.

The result was that TechStyle spent its own resources troubleshooting, making management unwilling to implement the platform across all of the company's contact centers. This meant that the company remained dependent on forecasting and scheduling by outsourcing its European services.

TechStyle determined that a new robust, comprehensive and globally scalable workforce management platform was needed to properly support its growing membership and brand portfolio. Second, the company sought a solution that would optimize its workforce management processes, making them more cost-effective and streamlined. The solution also had to address the issue of employee engagement, increasing satisfaction levels and reducing attrition.



The Solution

Having examined several options, the company wanted to be among the first to implement the cloud-based NICE Workforce Management (WFM) after the acquisition and integration of InContact, with which the company was already familiar. There were complexities involved in coordinating multiple teams from three different companies. However, the NICE performance management advisor presented a well-organized plan and provided follow-through throughout the entire project. Shannon Nowell, a senior manager with TechStyle, commented, "The NICE hosted implementation was the best I have ever experienced thanks to a unified effort by all parties."

The specific advantage of a hosted, cloud-based installation is its stability and relatively small in-house footprint, due to the servers and redundancies being off-site. This also means far lower up-front costs. The company was able to streamline processing time and implement all the features it sought, without the need to purchase high-priced technology hardware.

Insights and Improvements Across the Board

In order to optimize performance and processes, TechStyle had to first assess forecasting, scheduling, and adherence at its contact centers. The NICE WFM solution gave the company its first comprehensive insight into actual front office performance, which TechStyle used to develop a global performance scorecard for evaluating agents, sites and teams.

Such in-depth data and analytics reporting is now a regular feature at TechStyle. For example, the company is able to produce time utilization reports for an entire business unit, covering a week or month, within seconds. These NICE WFM reports facilitate better forecasting and scheduling for all business units.

NICE WFM forecasting and scheduling includes several capabilities that are specifically important to the company's cyclical, yet fluctuating, business model. The contact centers see a spike based on transactional emails each month, varying in days and times. In order to account for this bump in volume, as well as other anomalies, NICE WFM includes tagging of special days (historical anomalies) and special distributions (future anomalies due to promotions, special events, etc.).

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The Business Impact: In Hard Numbers

Since implementing NICE WFM, TechStyle has:

- Decreased its operating costs from 5.15% to 2.99% of net revenue, even as its member base and portfolio increased, indicating improved operational efficiency.
- Increased answer rates to 97%.
- Decreased answer speeds from 1:16 to 32 seconds.
- Decreased AHT by 2 minutes.
- Improved occupancy levels from 60% to 75%.
- Decreased unplanned attrition from 5.24% to 4.65%.
- Increased agent satisfaction (ESAT figures) to 3.64 out of 5.

Next Steps with NICE

Looking to the future, TechStyle is continuing to implement the NICE solution in additional contact centers in Europe.

Through NICE WFM modeling and "What If" scenarios, the company is also working on taking its overall WFM strategy to new levels, by using these features to model a Universal Agent across business units, to introduce dynamic scheduling, and to provide tier-2 support. The NICE WFM platform is vital to this ongoing investment in providing TechStyle agents an exceptional work-life balance.

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