



Customer Profile:

Insurance

Website:

<https://www.standard.com>

Location:

Hillsboro, Oregon

Business Need:

- Bilingual customer service
- Accurate performance data
- Customer survey feedback
- Employee engagement

NICE Solutions:

- Voice of the Customer
- Workforce Management
- Engage Quality Management
- Engage Recording
- Engage Analytics

The Impact:

- Full bilingual feedback analytics
- 40,000 non-English-speaking customers now represented among survey respondents
- Accurate performance data
- Enhanced agent engagement

On The NICE Solution

“Bilingual feedback is now a feature our sales teams can highlight with potential customers.”

- Stacy Higginbotham, Quality Program Manager,
The Standard

About The Standard

The Standard (The StanCorp Financial Group, Inc. and its subsidiaries) is a leading provider of financial products and services, including group and individual disability insurance, group life and accidental death and dismemberment insurance, group dental and vision insurance, absence management services, retirement plans products and services, and individual annuities. The Standard employs a total of approximately 2,800 people, with licensed operations in 49 U.S. states, the District of Columbia and the United States Territories of Guam, Puerto Rico, and the Virgin Islands. As of March 2016, the corporation reported revenue of \$26 billion.

At The Standard's contact center in Hillsboro, Oregon, about 120 customer service agents are assigned to answering phone calls. The annual volume of calls at the contact center is upwards of 1.07 million.

The Challenge

The Standard's contact center uses post-call customer surveys to capture feedback on customer satisfaction. NICE's feedback solution was providing valuable “voice of the customer” intelligence, with tailored and automated surveys to obtain state-of-mind insight as quickly as possible. The company was identifying positive and negative outcomes, as well as gathering crucial data on agent performance.

The collected and analyzed survey data is an important driver of call center optimization, as well as customer recovery action.

The problem for The Standard was that its post-call customer surveys only solicited feedback from English-speaking customers. The surveys themselves were in English, and therefore not sent to those customers identified as speaking only a foreign language.

The failure to survey that population meant The Standard was not receiving any direct feedback from at least 40,000 callers each year—representing a large segment of its active customer base that speaks primarily Spanish.

An additional consequence of the non-inclusive survey feedback was that performance analytics for the contact center's bilingual customer service representatives were incomplete. As there were limited customer feedback results to incorporate in their performance scorecards, it may have been to their disadvantage in terms of ranking. At the same time, this made it harder for supervisors or managers to accurately evaluate them and provide effective coaching, if needed.



The Solution

The Standard sought to create a Spanish version of the post-call surveys already in use in English, while maintaining the same quality of feedback data and analysis. This would allow the corporation to expand its voice of the customer processes to include more of its actual base, while simultaneously providing management a more holistic view of the performance levels among its bilingual contact center agents.

Recognizing, furthermore, that consumer feedback has greater value when provided in the customer's native language, The Standard employed a professional vendor to develop the survey script in Spanish. The contact center called on a bilingual employee to validate the translation and linguistic localization before recording voice prompts for the new survey.

With flexible customization, the NICE Feedback solution was configured for the newly multilingual environment. It was rapidly adapted to support data collection and analytics from the Spanish surveys. This ensured the same quality business intelligence as provided from English-language surveys.

More Insight and More Satisfaction

The addition of Spanish-language post-call surveys to the NICE Feedback arsenal was greeted enthusiastically by The Standard's contact center agents. For customers, it was also a welcome change, seen as a clear effort to deliver more personalized service.

In 2016, The Standard's contact center received about 6,100 Spanish survey responses, a figure they anticipate will grow in the coming years.

As a result of the surveys received, The Standard is better equipped to evaluate the experience and satisfaction levels of its Spanish-speaking customers. Moreover, survey response rates are now seen to have improved both at departmental and individual levels.

For bilingual contact center agents, the incorporation of Spanish-language surveys in the NICE Feedback system significantly increases their opportunity to be recognized for meeting customer satisfaction KPIs. It also increases engagement among these agents, as they see their efforts being rewarded and their language skills being recognized. As has been seen in many contexts, higher engagement among employees is a key factor in driving motivation, which in turn contributes to customer satisfaction, thus ensuring a positive feedback loop.

Contact center managers are able to more accurately measure the performance of their bilingual employees, as the feedback analytics from Spanish surveys are now incorporated in their evaluations. This new robustness means training can be more effectively targeted, while previously unnoticed best practices can now be recognized and shared.

From Weakness to Selling Point

The Standard is leveraging its bilingual feedback-gathering capabilities for future gain. The corporation's sales team is now highlighting this customer support feature as a selling point in presentations to potential clients.

The corporation has concluded that it pays, and will continue to pay, to hear the voice of the customer in the customer's own language.

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