



Customer Profile:

Financial Services

Website:

www.nelnet.com

Location:

Lincoln and Omaha, NE; Denver, CO

Business Need:

- Accurate quality assurance
- Improved customer satisfaction
- Voice of the customer in analytics
- Regulatory compliance

NICE Solutions:

- Recording
- Interaction Analytics
- Workforce Management
- Interaction Management
- Quality Management

The Impact:

- 30% decrease in customer service-related complaints
- 73% decrease in complex, industry-specific compliance errors
- 3% higher than national average in overall customer satisfaction
- 4% higher than national average in query resolution time

On The NICE Solution

“NICE Interaction Analytics gives us real-world feedback on customer experience, which ties into our core values and proves its own value.”

- Candy Cartwright, Contact Center Director for Nelnet

About Nelnet

Nelnet is a diversified and innovative company offering educational services, technology solutions, telecommunications, and asset management. Headquartered in Lincoln, Nebraska, Nelnet helps students and families plan and pay for their education and makes the administrative processes for schools more efficient with student loan servicing, tuition payment processing, school administration software, and college planning resources.

As of December 31, 2017, the company was servicing over 6 million customers with \$211.4 billion in government and private loans, of which \$172.7 billion were government-owned loans for the Department of Education.

Nelnet provides its customers support and services through four contact centers in three cities - Lincoln and Omaha in Nebraska, and Denver in Colorado. These locations handle an annual volume of 4.36 million contacts and employ over 1,100 frontline agents.

The Challenge

In an effort to maintain high levels of service and customer satisfaction, Nelnet enhanced the quality assurance (QA) program. However, call monitoring and other aspects of the program were more of a traditional quality program. Calls were randomly selected and speech analytics were not being used on the quality team.

While there were call scoring forms and reports generated, the process was manual and focused on individual, randomized interaction scoring. As a result, analysis of the contact center data for the purpose of quality assurance and improvement was limited.

Without the ability to drill into customer interactions, to analyze complaints, and to measure the impact of process changes, it was difficult to show executives the QA team's value and improve the customer experience based on customer feedback.

The customer satisfaction aspects of quality assurance are very critical for Nelnet in its servicing of US government-owned student loans. In this heavily-regulated and monitored sector, the federal government allocates loans to servicing entities on a bi-quarterly basis based on customer (i.e., borrower) satisfaction in several key metrics, including contact center quality and customer satisfaction. The company's ranking, based in large part on a series of surveys with borrowers, determines the volume assigned compared to their competition.

In other words, for Nelnet's student loan business, the connection between customer satisfaction and the company's bottom line is direct, concrete and unambiguous.



The Solution

The Nelnet team utilized their newly improved customer complaint process to analyze and identify opportunities to improve the customer experience. In doing so, they identified a need for more refined and in-depth analytics regarding customer interactions.

As Nelnet was already a satisfied NICE customer, using the Workforce Management and Interaction Management solutions, it made sense to integrate NICE Interaction Analytics into their existing infrastructure. Alongside the understanding that NICE is a leader in the field, the company considered the seamless integration of Interaction Analytics as an additional return on their current investment in NICE solutions.

With Interaction Analytics, Nelnet was able to push their quality assurance to the next level. As Nick Sattler, Nelnet's Contact Center QA Team Manager put it, "The ability to incorporate speech analytics and recording was huge."

Implementing Quality

In implementing the solution, the Nelnet QA team began by using analytics to address and, preferably, prevent customer complaints.

Nelnet established a dedicated team with a set of defined QA functions, including using NICE Interaction Analytics to assess the root causes of such complaints. Customer dissatisfaction is identified both by Interaction Analytics, through its advanced speech analytics module, and by agents on the frontlines. The team then presents its analysis and conclusions, including process improvements and training opportunities, at regular staff meetings.

The team also put in place a targeted quality monitoring process. Using the feedback from the complaints received, the team started using Interaction Analytics to pull specific call types to monitor and provide feedback to agents.

The new QA process and the integration of Interaction Analytics was made easier and more effective thanks to NICE Services. "NICE understood our business and made great recommendations," Sattler said, when the solution required adaptation to meet the company's specific business needs.

Results and Reactions

"NICE Interaction Analytics gives us real-world feedback on customer experience, which ties into Nelnet's core value of providing a superior customer experience and proves its value to our agents and leadership," explained Candy Cartwright, Contact Center Director for Nelnet.

That value, derived from NICE Interaction Analytics-driven quality assurance, expressed itself in concrete numbers. In the 2016/2017 borrower satisfaction survey where the competition can be separated by as little as 1% point, Nelnet contact center representatives were rated higher than the average of the other servicers in all 6 key metrics:

- 3% higher in overall satisfaction.
- 4% higher in query resolution time.
- 2.67% higher in the ability to answer queries.
- 1.33% higher in willingness to help.
- 1.33% higher in agent knowledge.
- 1.33% higher in agent courtesy.

Internal Nelnet data revealed other important and dramatic improvements:

- 30% decreased in customer complaints.
- 73% decrease in compliance issues.

The QA team introduced the new recording and analytics solutions to the frontline staff as tools for improving customer experience and coaching, not for intrusive oversight. The above results indicate that interactions in fact changed for the better, which ultimately impacted agent service levels.

As part of its NICE Interaction Analytics workflows, the company gathers metrics on what questions need to be addressed among its customers (the Hot Topics feature), where compliance vulnerabilities exist, and more. This has contributed to Nelnet's relationship with the federal regulatory agency, as well. The company can now easily and immediately reply with recorded evidence to inquiries regarding the types of questions borrowers are asking, as well as comply with auditing requests and disputes over customer complaints.

The 'Long-Term Dividend'

In light of Nelnet's satisfaction and successes, the company intends to upgrade to the NICE Engage platform. They have also identified a potential to expand the use of NICE analytics tools to other areas of the business, especially for the root cause analysis that gets to the heart of operational quality.

As the use of Interaction Analytics expands, Nelnet expects to be able to improve staffing and forecasting, as well as agent performance and coaching. Ultimately, the Nelnet QA team would like to see aggregated, macro-level customer experience analysis, which they feel will pay a great "long-term dividend."

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