



**CUSTOMER PROFILE:**

Express delivery and logistics services

**WEBSITE:**

www.dhl.com

**LOCATION:**

Moscow and Novosibirsk, Russia

**NICE SMARTCENTER SOLUTIONS:**

- NICE Interaction Management (Recording)
- NICE Quality Management
- NICE Customer Feedback

**THE IMPACT:**

- Net Promoter Score results increased to near perfect 96.1 percent
- Reduced AHT by 50 seconds, a nearly 25 percent improvement
- Achieved full voice capture and all desired screen capture
- Adopted enterprise-wide customer satisfaction and feedback scoring
- 20 percent reduction in paperwork
- 35 percent reduction in reporting time
- Achieved 11 percent response rate in customer satisfaction surveys
- 2 percent improvement in agent evaluation scores

**ON THE NICE SOLUTION**

**“NICE Quality Management exactly meets DHL’s requirements.”**

Elena Nagaitseva, Customer Service Training and Development Team Leader

**ABOUT DHL**

DHL Express Russia, a division of Deutsche Post DHL Group, is a logistics and express parcel delivery company with 2,500 employees. Over 220 agents handle more 2.5 million calls annually.

**THE CHALLENGE**

DHL Express Russia sought a solution that would provide full call recording, comprehensive screen capture, and advanced understanding of customer input in order to better evaluate its agent workforce.

The carrier’s 220 agents take thousands of service inquiries, shipment booking calls, and post-shipment tracking calls every day. But even as the company kept a close eye on customer parcels, they knew rather less about the true performance of their contact center agents. Agent evaluation was a spotty and paper-bound process. Only 12 percent of voice interactions were recorded, and no screen data was stored. Quality scoring was inconsistent, which in turn made it difficult to accurately coach agents. Many reporting and evaluation processes were manual, requiring a great deal of time that might otherwise have been spent coaching and identifying procedural problems in the contact center.

DHL Express Russia also lacked an electronic feedback solution for customers, limiting the company’s insight into satisfaction and loyalty. The shipper had a bold plan to reach out to customers immediately after a bad experience - but first, they needed to know when expectations were not being met. In short, they knew they needed a Voice of the Customer strategy. “If you want to know what the customer wants, you need to ask him,” said Elena Nagaitseva, Customer Service Training and Development Team Leader, DHL Express Russia.

## THE SOLUTION

Today, the company's agents are evaluated ten times per month. Because calls are comprehensively recorded and easily accessible to all stakeholders, team leaders and trainers can more easily collaborate in the agent evaluation process. DHL Express Russia estimates that its evaluation coaches are 20 percent more productive, thanks to the automation and convenience found in NICE Quality Management.

DHL Express Russia has also been able to streamline the process of call calibration. Previously, the variance in quality evaluation scores was higher than the company's tolerance, and convening a discussion about divergent scores was a slow, time-consuming process. Working with NICE consultants to convene a quality evaluation workshop, DHL Russia was able to completely eliminate the variance in quality scores, which it estimates saves nearly 60 percent of the time previously spent on score comparisons. "Now we can spend that time finding knowledge gaps for our newcomers, listening to abandoned calls, and identifying other areas where our advisors are having difficulty," Nagaitseva said.

Working with NICE consultants, DHL Express Russia developed coaching packages for agents who rate below the company's high evaluation score standards. These coaching packages raised evaluation scores from 95 to 97 percent, a substantial improvement from an already lofty target. The consistent feedback has translated to operational gains as well, as AHT has declined nearly 25 percent, shaving 50 seconds off the average call length.

Implementing NICE Customer Feedback gives DHL Express Russia constant insight into the voice of the customer, and all negative comments are responded to within 30 minutes. This proactive approach has resonated with DHL Express Russia's clients. Feedback response rates have climbed 20 percent, and positive scores have climbed as negative comments have fallen from 11 percent to just one percent of all customer feedback. "Almost all of the customers we contact express their gratitude for our approach and remain loyal to our company," Nagaitseva said. "Our practice shows that customers will remain loyal if their negative situation is worked through and resolved to their satisfaction."

## ABOUT NICE SYSTEMS

NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video. NICE solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. [www.nice.com](http://www.nice.com)