NICE®

webhelp

Customer Profile:
Webhelp

Website:
webhelp.com

Location:
France, Morocco, Algeria, Cote d'Ivoire, Madagascar, Belgium, Romania, Portugal, Greece

Business Need:
- Extremely high volume business of 10,000,000 monthly interactions
- Modern call recording
- Full SIP support
- Improved control over agent licenses
- Process automation and optimization
- Audio search

NICE Solutions:
- NICE Engage Recording Platform
- NICE Engage Quality Management

The Impact:
- Transparent deployment
- Improved recording performance
- Improved audio quality
- Improved stability
- Improved reliability
- Improved analytics for future expansion

On The NICE Solution

"NICE gives us a platform to run a global business without the need to search through multiple providers. And that makes it easier for us to tell our customers that we can meet their requirements."

- Denis Menard,
  Head of training and support, Webhelp

About Webhelp

Webhelp is a global leader in business process outsourcing (BPO), specializing in customer experience across voice, social, and digital channels. Other service areas include payment management, sales, and marketing services. Webhelp serves over 300 customers and is rapidly expanding beyond its origins as a French language specialist into new global markets.

The company operates dozens of contact centers divided into two operating groups. The centers in the group managed by Webhelp's French headquarters employ 15,000 advisors in 9 countries, handling 10 million calls per month.

The Challenge

Founded in 2000, Webhelp's business has grown tremendously in the past decade as the company diversified into new markets and new omnichannel customer support models. Every month, Webhelp answers 10 million calls globally on behalf of its clients. However, the recording and analytics platform supporting this business was nearing end-of-life.

Call recording is essential to BPO providers in a highly competitive global market. Recording is at the heart of quality, and comprehensive quality management makes it easier to train agents, evaluate agent performance, calibrate best practices, and share insights with customers.

As the company grew it also reconsidered its commitment to TDM telephony and decided to transition to SIP. This planned transition created complications for the legacy recording platform. Webhelp also wanted to improve recording audio quality, and move to a platform with improved recording analytics.

"We need stability in our recording platform, so it was critical to move off an end-of-life platform," said Denis Menard, Webhelp head of training and support.

The Solution

Webhelp paired its SIP migration with a deployment of NICE Engage Platform, replacing its legacy recording solution. The company emphasized flexibility in the search for a new solution. Webhelp wanted to be able to tailor the recording environment to suit the needs of each client, and to license only those features needed to support each agent.

The NICE Engage Platform provides both, letting Webhelp license the software based on functional needs. Working with NICE, Webhelp created flexible recording rules at both the client and the caller level. For example, some clients do not require 100% call recording of their entire customer population, but do need all calls with VIP customers recorded. The new solution supports this granular approach. In addition, callers can now opt out of being recorded, improving Webhelp's compliance with new privacy regulations.

To minimize disruption from the platform transition, clients were migrated to SIP and NICE Engage Platform one at a time. The process has been smooth, without interruption to client or agent operations. "Our users are usually not even aware that anything has changed. Everything looks the same, the processes are the same, but recording performance is better, faster, and smoother," Menard said.

The company expects to have all of its French-managed operations on the new platform by the end of 2018. An additional 15,000 agents, managed in a separate Webhelp division, will migrate in 2019.

The Future of BPO

Webhelp's upgrade to NICE Engage Platform is a key component in its overall preparation for the next key trends in BPO services. Screen recording makes it easier for Webhelp to have process optimization conversations with clients. Bringing real-world recordings to client discussions means Webhelp can show exactly where bottlenecks occur and how workflows can be improved.

Webhelp is also interested in the growing importance of speech analytics, and the efficiency gains possible with more automated call center operations. The company plans to experiment with NICE real-time process optimization to automate critical compliance calls and payment card capture. The company is also preparing to introduce Engage Search for deep dives into call recording archives.