



Winning Smart.

Customer Profile:

Business Process Outsourcing

Website:

www.rdi-connect.com

Location:

Henderson, NV, Cincinnati, OH, Milford, OH, Oxford, OH, Newport, VT, Nogales, Mexico

Business Need:

- Scheduling flexibility
- Operational efficiency
- Employee engagement

NICE Solutions:

- Workforce Management

The Impact:

- 34% Improvement in employee retention
- 14 % Increase in employee satisfaction
- 12% Average increase in schedule efficiency

On The NICE Solution

"We saw improvement and we got results for those metrics we targeted using NICE WFM."

- Jeremiah Peddersen, Director, WFM, RDI Corporation

About RDI Corporation

RDI is a comprehensive business solutions provider that strategically and consistently secures results for its clients, leading to ongoing success. Its suite of services, which includes digital marketing, IT management, market research and call center support, offers fully customizable solutions to meet each client's individual needs. Founded in Cincinnati in 1978, RDI has grown to include 8 locations throughout North America. Employing more than 2,500 expert problem solvers, RDI empowers clients, ranging from mid-sized businesses to Fortune 500 companies, to overcome their biggest challenges and achieve their goals.

The Challenge

RDI Corporation was coordinating inbound agent working shifts across its contact centers using a static scheduling model. There was little room for flexibility, with schedule changes – either by the agent or by the workforce manager - requiring a time-consuming exchange of communications.

The scheduling system presented challenges of schedule efficiency and effectiveness in providing the needed service levels. In addition, employees' relative contributions to the company were not reflected in the scheduling demands or opportunities they had. This increased employee frustration, contributing to attrition and poor motivation, as reflected in satisfaction surveys.

The Solution

RDI Corporation had already seen what the NICE Workforce Management solution could do for forecasting and scheduling overtime. It was thus a natural decision to examine how NICE WFM could resolve the company's next challenges in engaging employees even further in the scheduling process.

For RDI, taking advantage of the full potential of the NICE WFM platform meant opening up scheduling to accommodate agent preferences, schedule bidding, and greater optimization of the scheduling process. The NICE solution was seen as robust enough to provide employees greater transparency and involvement in scheduling, while also streamlining scheduling processes.

The NICE Workforce Management solution provided the autonomy, clarity and flexibility of rules-based automation, with minimal impact on the agent culture in RDI call centers. Agents are now empowered to set their schedule preferences, which are accommodated based on a transparent ranking process. The same agent ranking, which takes into account agent performance, is used for schedule bidding.

Tiered ranking of agents recognized and rewarded their achievements through preferred scheduling. However, it also facilitated other rewards in the context of the ELL Well program. ELL Well - which stands for Earn Well, Learn Well, Live Well - is a program for employee loyalty and better



engagement with RDI customers. It includes mentorships, financial planning and education, community involvement, and committees led by agents to help improve employee satisfaction.

RDI was able to achieve user adoption through the individual ranking system. As the company has a highly tenured agent pool, the new ranking system quickly created healthy competition amongst the various contact center groups.

Schedule Transparency Improves Employee Satisfaction

Shortly after implementing the full power of NICE WFM scheduling, RDI noted increased activity in the ELL Well program. This was an indication of greater employee engagement. The company also obtained hard data on improved engagement:

- Attrition saw a 34% reduction for agents handling the more stressful inbound customer contacts.
- Employee opinion surveys showed a 14% Increase in satisfaction.

In addition to the benefits in terms of employee satisfaction, the implementation of bidding and agent rankings increased cost-effectiveness. Agents responsible for inbound contact center work for clients saw a 12% average increase in scheduling efficiency.

On The Way To Greater Achievement

The RDI Corporation is going to continue leveraging NICE WFM in optimization of its scheduling processes. This will include the ongoing performance incentive of higher ranking in schedule bidding.

The company similarly expects continued improvement in employee retention, as agents have more and more control over their schedules and feel their preferences are taken into account. Similarly, the company is working towards even higher satisfaction metrics from the periodic employee opinion surveys.

As the NICE WFM scheduling features are more appreciated and taken full advantage of by RDI employees, there will be an even greater impact on scheduling efficiency.

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