



### CUSTOMER PROFILE:

Retail Credit and Financial Services

### WEBSITE:

[www.alliancedata.com](http://www.alliancedata.com)

### LOCATION:

Columbus, OH; Milford, OH; Lenexa, KS;  
Westminster, CO; Rio Rancho, NM;  
Coeur d'Alene, ID

### BUSINESS NEEDS:

- Increase the volume of customer surveys completed
- Improve the timeliness of feedback
- Improve CSAT
- Reduce customer effort
- Develop a tool for VoC to drive process improvements

### NICE SOLUTIONS:

NICE Fizzback

### THE IMPACT:

- Overall CSAT score has risen by 2.7 percent
- Customer Effort score is up by 3.1 percent
- FCR rate has risen by 3 percent
- 100 percent of calls are recorded and stored; they have extended retention for compliance

## ON THE NICE SOLUTION

**“Our Customer Care teams deliver solutions that achieve customer experience excellence. The results from the NICE Fizzback solution create even more opportunities for us to deliver in-the-moment recognition and coaching to our associates. It also provides comprehensive, real-time feedback from our customers which allows us to continually enhance our service delivery.”**

Erick Carter, VP of Regional Care Center Operations,  
Alliance Data



AllianceData.

# AN EFFICIENT, EFFECTIVE CUSTOMER-FOCUSED SOLUTION

## ABOUT ALLIANCE DATA®

Alliance Data Retail Services provides a suite of integrated credit programs, including private label, co-brand, and commercial offerings. Their branded credit programs reach nearly 30 million active cardholders. The company takes enormous pride in the level of service their cardholders receive. They see each interaction as an opportunity to reinforce cardholder loyalty. Their “Care Center” associates provide two central functions: incoming customer care calls and outgoing collections calls. The company’s 5,100+ associates (including 350 working from home) handle 45 million pre-IVR or 23.2 post-IVR contacts.

## THE CHALLENGE

Before implementing NICE Fizzback, Alliance Data used a third party to complete approximately 5,000 phone surveys each quarter. They chose to implement NICE Fizzback to increase the volume of customer surveys completed, improve the timeliness of feedback, improve CSAT, reduce customer effort, and develop a tool to use Voice of the Customer (VoC) to drive process improvements.

Because customer satisfaction is a key driver in their business and has direct impact on their clients, sales, and customer loyalty, Alliance Data required a solution that would be efficient, effective, and customer-focused. They chose the NICE Fizzback product based on:

- Their previous relationship with NICE.
- NICE’s in-depth understanding of their business needs.
- The solution’s ability to be implemented quickly.
- The tool’s flexibility to be customized to meet specific business needs.

Alliance Data’s senior leadership team identified the need to monitor and act on customer feedback down to the associate level as a critical imperative. They recognized that receiving more timely VoC feedback would enable the business to respond more effectively.



## THE SOLUTION

NICE and Alliance Data project teams worked together to create project timelines. Highlights from the implementation strategy included:

- Identifying the survey specification;
- Developing a customized category for the call experience where associates received direct feedback;
- Determining alert callback criteria;
- Providing re-poll questions as a follow up to the alert call-back process.

The implementation project teams from both organizations worked together to create functional business requirements, including the survey process and timelines, survey questions, and the invitation's look and feel. The project teams met regularly to discuss any concerns or issues to ensure the project remained on track for completion. Alliance Data described it as "a very collaborative process," and their team relied a great deal on NICE for their expertise and guidance.

NICE worked with Alliance Data staff to conduct on-site training for NICE Fizzback. This training allowed Alliance Data users to understand the back-end of the solution and also how the end-user data would be presented. In addition, they were trained to fully understand the end-user dashboards in order to mentor both existing and future supervisors and associates. Training took the form of an interactive workshop; key operational staff were given an introduction to the program and the software before running through a number of guided activities and challenges to ensure broad familiarity with the NICE Fizzback solution and how it could be best applied in their day-to-day routine.

To gain their associates' support of NICE Fizzback, Alliance Data launched a branded campaign that included plasma screen visuals, table tents throughout the facilities, posters, and ongoing content reminding the associates of the importance of the survey and their customers. They branded the new survey "VOICE" (Valuing Our Important Customer Experiences), which allowed

for a thorough rollout of the process. In addition, they use the surveys for their associate rankings and incentives.

Two of their key objectives were to improve FCR and Customer Experience. NICE Fizzback allowed them to gather more timely VoC information, by receiving 20+ surveys monthly, which assisted in improving Alliance Data's overall CSAT score by 2.7 percent, their Customer Effort score by 3.1 percent, and their FCR rate by 3 percent in 2013.

Alliance Data has integrated the NICE Fizzback solution and achieved results with many internal products, including both NICE solutions and their customer-related data. By utilizing the database kit, they have the ability to cross-reference these data sources through queries that allow them to do a more thorough analysis and provide insightful and actionable data to the organization. In addition, they're using the unique call identifier in NICE Fizzback and cross-referencing with NICE Interaction Analytics to gain call category information and run detailed analyses by call type. The result is a more targeted, impactful analysis.

## 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)