Case Study

NICE®

vivint.

Customer Profile:
Home Services

Website:
www.vivint.com

Location:
Provo, UT and St. Paul, MN

Business Needs:
Vivint wanted to improve customer satisfaction and operational efficiency by:
- Categorizing billing, account balance and payment-related calls to identify root causes
- Reducing the number of call transfers between departments
- Improving first-call resolution
- Reducing hold times and average handle times

NICE Solutions:
- NICE Interaction Analytics
- NICE Quality Optimizer

The Impact:
- Decreased billing queries by 25 percent, saving $56,000 annually
- Lowered account balance calls by 60 percent, saving 14k calls and over $83,000 each year
- Decreased payment calls by 25 percent, saving 26,000 calls and $123,000 each year
- Reduced average handle time by between eight and 65 seconds, depending on call type
- Achieved overall annual savings of $971,413.64

On The NICE Solution

"Using the insight we gained from NICE Interaction Analytics, we've been able to change our protocols for multiple different call types. Not only are we operating more efficiently, but our customer satisfaction rates are rising, and we're saving money to boot!"

Tim Izatt, Director of Customer Services, Vivint

About VIVINT®

Vivint is a home automation services company that provides customers with energy management, security and automatic door locks, home utility control and video and GPS surveillance services. Control of services is accessed by a panel in the home or by smart phone, allowing homeowners to monitor someone entering their home remotely and locking the door after they leave. Fees are charged on a month-to-month basis. Vivint services its customers with two customer care centers located in Provo, Utah and St. Paul, Minnesota. The two sites employ approximately 1,000 agents, with strong seasonal variations, who take between 9,000 to 10,000 calls each day during peak season and 5,000 to 6,000 calls each day during off-peak times.

The Challenge

Prior to the installation of the NICE solutions, an internal SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis determined that Vivint's primary problem was excessive billing calls to the Provo call center that were costing the company approximately $1.3 million each year.

Customers were confused and angry by many elements of the billing process and called the call center in large numbers for clarification and to complain. When customers did call, their calls were not being handled well, which was leading to a lot of repeat calls. All in all, both calls and hold times were too long, first contact resolution was poor and customer satisfaction was low.

The Solution

Vivint implemented NICE Interaction Analytics and NICE Quality Optimizer. To prepare for the deployment, Vivint formed an internal analytics team whose job it was to identify the primary areas it wished to focus on improving. These areas were identified as root cause topics, call volume, average handle time and data mining of calls to determine correlation analysis.

Vivint used NICE Interaction Analytics to identify many of the most egregious problems with its billing department. For starters, the company identified an extensive problem with double-billing of customers, which resulted in a lot of inbound call volume. When the issue was brought to the attention of billing managers and the billing process was corrected, the number of calls dropped dramatically.

Next, call center managers found that many complaining customers were being promised, but not being credited with, a free month of service. NICE Interaction Analytics determined that agents were skipping the step of recording the free month so the billing department was unable to follow through with the promise. When the issue was identified, agents were held more accountable for recording these free months, and better call recording support thanks to NICE Quality Optimizer made it possible to identify these instances.

Next, NICE Interaction Analytics determined that a major source of inbound customer calls was Vivint's lack of itemized billing practices. Many customers were calling in to request a breakdown of their bills from customer support reps. A new course of action – implementing an itemized billing breakdown online for customers and helping them understand their online account management options – cut down unnecessary billing calls even further.

Using NICE Interaction Analytics, Vivint then discovered that in many cases, customer invoices were arriving after their posted due dates. For online billing, customers were able to see the amount due only on the actual due date, which resulted in customers calling to find out how much they owed. By pushing back due dates by two weeks, the accounting department was able to largely eliminate these calls.

A final source of customer service pain was identified in poorly explained "trip fees," or charges for service technicians to fix problems or make changes to a customer's services. NICE Interaction Analytics determined that these trip fees were not being adequately explained in advance, leading to a number of inbound calls from customers angry or confused about the extra fees on their bills. Once this issue was identified, Vivint was able to up-train agents and add accountability for successfully communicating trip fees to customers.

"Overall, we were able to decrease billing queries by 25 percent, reduce queries for account balances by 60 percent, decrease payment-related calls by 25 percent and reduce average handle times on calls by up to 65 seconds. The aggregate annual savings experienced by Vivint in its call center operations totaled more than $971,000."

Tim Izatt, Director of Customer Services, Vivint

Vivint says it hasn't even fully realized all it can do with Interaction Analytics yet. "NICE solutions supply a lot of great data," says Tim Izatt, Director of Customer Services for Vivint. "Going forward, we plan to work on more projects to gain even greater efficiencies."