



CUSTOMER PROFILE:

Retail credit and financial services

WEBSITE:

www.alliancedata.com

LOCATION:

Columbus, OH, Westerville, OH, Lenexa, KS, Westminister, CO and Milford, OH

BUSINESS NEED:

Develop call analytics strategy to extract value from full-spectrum voice recording in order to enhance customer loyalty, reduce cost, and understand root causes of dissatisfaction and repeat calls.

NICE SMARTCENTER SOLUTIONS:

- NICE Interaction Analytics
- NICE Quality Management
- NICE Interaction Management

THE IMPACT:

- Enhanced understanding of “voice of the customer” through call categorization and speech analytics
- Gained faster and better insights into customer dissatisfaction and repeat callers
- Refined understanding of root causes behind call handle times

ON THE NICE SOLUTION

“As we continue to address more complex challenges in the contact center environment, it is increasingly critical to have the kind of insight that NICE enables. With hundreds of Associates across multiple sites, it’s imperative that we make informed decisions to minimize disruptions within our sites and to our clients. The NICE Analytics Team is an effective partner to that end by taking numerous customer interactions with our Associates and producing tangible decision points that allow me to create decisive solutions.”

Lance Beck, Senior Director, Operations



ABOUT ALLIANCE DATA

Alliance Data® (NYSE: ADS) and its combined businesses is North America’s largest and most comprehensive provider of transaction-based, data-driven marketing and loyalty solutions serving large, consumer-based industries.

Alliance Data’s Retail Services division partners with some of the industry’s most recognizable specialty retailers and provides integrated credit and loyalty-marketing solutions designed to build long-term customer relationships and grow clients’ businesses. In addition, the company provides customer care for credit cards issued by its two subsidiary banks; approximately 2,200 customer care representatives handle 35 million IVR and floor calls annually.

THE CHALLENGE

Alliance Data wanted to make the most of its 100 percent voice recording strategy by performing deep analysis aimed at understanding the voice of the customer, with the ultimate goal of improving customer loyalty in a cost-effective way.

The credit and loyalty solutions provider began to refine its “voice of the customer” initiative with the realization that simply recording calls is not enough to truly hear what customers have to say. Alliance Data recognized that the customer care environment was still fundamentally reactive - taking corrective action only when problems were repeated often enough that agents and supervisors flagged the issues for deeper consideration.

Although calls were consistently recorded, surveys collected, and results discussed at roundtable meetings, Alliance Data needed a consistent and effective process for understanding what factors cause customer dissatisfaction and callbacks. Without this root cause understanding, the company found it difficult to create clear directives and initiate change.

THE SOLUTION

Alliance Data took the important strategic step of securing executive buy-in and bringing the entire organization to the table to support its customer analysis initiative. “We see NICE as an enterprise solution, so whenever there is a related initiative a committee is formed and representation from all areas is present at the start,” said Dan Zablouidil, Alliance Data Manager of Interaction Analytics.

By embracing NICE Interaction Management, Alliance Data gained valuable insights immediately from call type and call attribute categories. These measurements have made it easier to understand the characteristics of dissatisfied and repeat callers, and enabled more targeted call monitoring and review. These easily-identifiable factors have also made it easier for supervisors to distribute coaching packages to agents in a timely fashion. "Having the ability to break out calls by types and attributes is critical in understanding what is driving customer dissatisfaction and repeat calls, both areas that impact customer loyalty and expenses." Zabloudil said.

To improve their long-term understanding of customer dissatisfaction and callbacks, Alliance Data performs detailed category analysis to understand when and why customers call back within a 30-day period of initial contact. NICEBridge integration ensures that all relevant data from customer-facing systems is tied directly to the call stored in NICE Quality Management, putting the customer's situation in proper perspective.

As a result of their efforts, Alliance Data now has a larger and more significant sample size of customer responses through surveys and speech analytics results, making root causes easier to identify. The structure provided by call type and call attribute qualities has made it possible for Alliance Data to introduce a consistent definition for first call resolution, improving the metric in the future. And the company's understanding of AHT is now more nuanced, with flags for dissatisfied and repeat callers, as well as handle time by call type.

These enhancements in customer understanding will be powerful tools for continuous improvement and delivering an enhanced customer experience. "Our Analytics team has given us the ability to understand what drives the customer experience and utilize the voice of the customer to not only improve the customer interaction, but also understand the impact of our policies and processes," said John Alatsis, Alliance Data Senior Director, Customer Experience.

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