



Customer Profile:

Express Delivery and Logistics Services

Website:

www.dhl.com

Location:

Moscow (Russia), Novosibirsk (Russia)

Business Need:

- Organization had very limited voice recording and no screen recording capabilities
- Global customer centricity campaign demanded closer alignment with customer expectations and feedback
- Agent evaluation process was very manual, and internal call scoring had high variance with customer scoring

NICE Solutions:

- NICE Interaction Management
- NICE Quality Management
- NICE Voice of the Customer

The Impact:

- Achieved 100% call recording and introduced screen capture
- Aligned internal call evaluation with customer feedback
- 50% reduction in customer dispute payouts
- 20% increase in coaching productivity
- 56% decrease in agent turnover
- 24% reduction in AHT, ASA reduced to near zero

On The NICE Solution

“NICE provides the full call recording, comprehensive screen capture, and advanced understanding of customer input we need in order to better evaluate our advisor workforce.”

Elena Nagaitseva, Customer Enquiry Manager,
DHL Express Russia

About DHL Express Russia

DHL is present in over 220 countries and territories across the globe, making it the most international company in the world. With a workforce exceeding 315,000 employees, DHL provides solutions for an almost infinite number of logistics needs. DHL is part of the world's leading postal and logistics Group, Deutsche Post DHL Group and encompasses three divisions: DHL Express, DHL Global Forwarding, Freight and DHL Supply Chain. The Group generated revenue of more than 55 billion Euro in 2013.

DHL Express Russia call center advisors handle service enquiry calls, courier booking calls, and post shipment tracking calls.

The Challenge

DHL contact center advisors take thousands of service inquiries, shipment booking calls, and post-shipment tracking calls every day. But even as the company kept a close eye on customer shipments, it knew much less about the true performance of contact center advisors. DHL had no screen recording capabilities and very limited voice capture, recording just one of every eight calls. Advisor evaluation was a spotty and paper-bound process. Quality scoring was inconsistent, which in turn made it difficult to accurately coach advisors. Many reporting and evaluation processes were manual, requiring a great deal of time that might otherwise have been spent for coaching and identifying procedural problems in the contact center.

The Solution

Deploying NICE solutions across the DHL Express Russia contact organization in Moscow and Novosibirsk delivered comprehensive call recording, but that's only where the story begins. DHL embarked on what it calls its ICCC initiative—Insanely Customer Centric Culture. ICCC focuses on understanding customer needs and issues, and addressing root causes to avoid repeat mistakes.

That commitment started with developing a more consistent approach to quality. NICE consultants worked with DHL's evaluators to refine quality standards and eliminate variance in quality scores. Previously, customer submitted quality scores were frequently at odds with internal scoring, and discussing the discrepancies was a slow, time-consuming process.

Today, that gap has been virtually eliminated as DHL's expectations are now more closely aligned with those of customers. Coaches now spend 60 percent less time on scoring, freeing them to focus on knowledge gaps and devising individualized coaching plans. Overall, coaches are 20 percent more productive, thanks to the automated features in NICE Quality Management.



Quality improvement extends to post-call remedies and follow through as well. DHL does more than just listen to customers with NICE Voice of the Customer. The organization commits to call back all customers who leave negative post-call comments within 30 minutes to discuss the reasons for dissatisfaction. This approach has boosted loyalty and improved overall feedback ratings. And more situations are being resolved with words instead of rebates—customer dispute payouts have been cut in half.

DHL has been able to achieve these results without compromising on conventional call center performance metrics. Average handle time (AHT) is now 50 seconds shorter, a 24 percent reduction. Average speed of answer, once hovering at the 10 second mark, is now virtually instantaneous. Agents are fully on board with the new practices and improved customer focus, as turnover has declined more than 50 percent.

“NICE Voice of the Customer is an essential part of the DHL express insanely customer centric culture, and helps us create a positive experience for our customers every time we communicate with them.”

Elena Nagaitseva, Customer Enquiry Manager, DHL Express Russia

About NICE

NICE (Nasdaq: NICE) is the worldwide leading provider of both cloud and on-premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com