NICE®

AAA KEEP LIFE GOING™

Customer Profile:
Insurance and Roadside Assistance Provider

Website:
www.oregon.aaa.com

Location:
Lake Oswego (OR)

Business Needs:
- Improve forecasting of outbound calls to members
- Automate release of outbound call blocks
- Avoid scheduling agents for long periods of outbound calls when incoming spikes occur
- Reduce manual overhead associated with outbound calls

NICE Solutions:
- NICE Workforce Management

The Impact:
- Service level increased more than 4 percentage points
- Virtually eliminated manual supervisory intervention of outbound calling lists
- Outbound calls completed in half the time with one-third fewer agents

On The NICE Solution
"Streamlining the outbound process has had a positive impact on the Call Center's ability to better meet the needs of AAA members. This is a true example of working smarter, not harder."

Jason Eckert, Senior Call Center Manager, AAA Oregon/Idaho

About AAA Oregon/Idaho

AAA Oregon/Idaho is a locally-run, not-for-profit organization serving more than 750,000 AAA members in Oregon and southern Idaho. For over 100 years, AAA has been dedicated to helping travelers with roadside assistance, travel and insurance services, discounts and much more. Locally, AAA Oregon/Idaho has innovated to keep life going for our members in the great Northwest, pioneering services such as bicycle roadside assistance and mobile electric vehicle charging.

AAA Oregon/Idaho serves the state of Oregon and the southern 34 counties of Idaho.

The Challenge

AAA Oregon/Idaho handles 900,000 inbound contacts every year. Outbound calls are a smaller segment of contact center activity, and outbound processes have not historically been thoroughly optimized.

The organization's Membership team typically handles a variety of incoming calls. The team's secondary responsibility is to make outbound calls, either in response to member queries or in support of AAA campaigns. Historically, these calls were manually assigned on spreadsheets to agents and scheduled in four-hour blocks of time. There was no automated reporting of call completion or progress, and managers had to manually check in with agents to learn if lists had been completed.

It took the team an average of two weeks to complete a month's outbound call workload. If agents finished their outbound calls early, a new block of outbound calls would not be assigned until all agents had finished their current assignments. When incoming service level needed to be addressed, it could be difficult to reassign agents currently on lower priority outbound calls in order to preserve service levels. AAA could not accurately measure average handle time (AHT) for the outbound calls, and preparing the monthly spreadsheets took a supervisor the better part of a day.

The Solution

AAA Oregon/Idaho wanted more efficient, automated outbound calling, and upgraded its NICE Workforce Management installation to facilitate the change. Instead of pre-assigning large blocks of outbound calls on a monthly spreadsheet, outbound calls are selectively released into a blended call queue. The ACD treats these calls as lower priority than incoming calls. Because Membership team agents can now smoothly transition between inbound and outbound calling, AAA realized an immediate service level increase of over four percentage points.

Agents now have a seamless way to blend outbound calls into their normal responsibilities. Forecasting through NICE Workforce Management takes both inbound and outbound responsibilities into account, empowering supervisors to release outbound calls into the queue during the best possible times. Instead of pre-planning an entire month of outbound calls at once, AAA Oregon/Idaho can now choose to schedule more or fewer outbound calls in any given timeframe.

The improvements have given AAA Oregon/Idaho a substantial boost in productivity. The superior forecasting and scheduling enables this team to complete outbound calls in half the time. The organization now knows the AHT for outbound contacts, information that was previously unavailable. And the supervisor list preparation time has been all but eliminated by the automated forecasting and scheduling capabilities.

"Implementing the outbound campaign forecasting and list distribution method ultimately helped our club serve our members more effectively and efficiently while increasing the team's production."

Melissa Donovan, Resources Supervisor, AAA Oregon/Idaho