

Dojo Upgrades Architecture and Reaches a Ten Second Answer Time with CXone

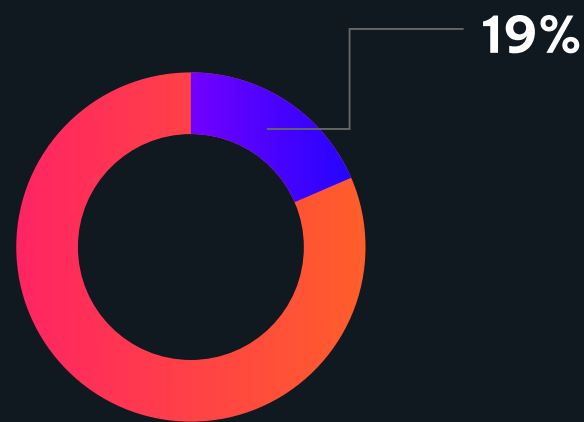
Dojo, the trading name of Paymentsense Limited, offers payment solutions to enable businesses to accept debit and credit cards securely and efficiently. With a card machine that is 80% faster than the industry average and point to point encryption as standard, Dojo helps its customers to accept card payments, trade securely, and get paid faster than the rest of the industry. Dojo has experienced significant growth over the last three years, with the performance and customer service team growing from 30 members to a team of 250. Dojo recognized the need for a potential CX strategy facelift to support continued fast-paced growth in existing and new markets while ensuring consistent service. To meet these goals, Dojo partnered with Route 101 to reimagine their existing CXone implementation.



10% INCREASE IN OPERATIONAL EFFICIENCY



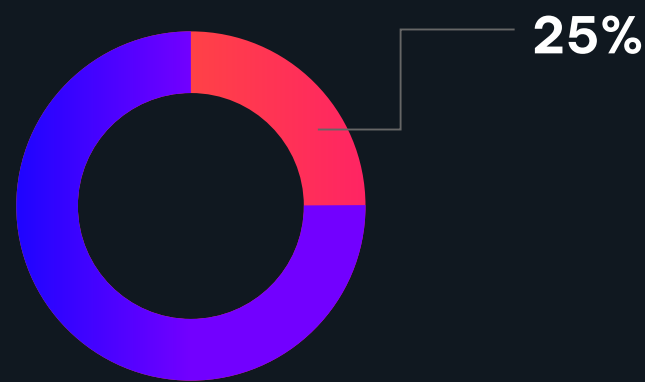
19% INCREASE IN PICK UP RATE



£240,000 SAVED IN ANNUAL STORAGE COSTS



25% INCREASE IN PRODUCTIVITY



CUSTOMER PROFILE

ABOUT

Dojo's mission is to empower the experience economy through technology - enabling their customers' businesses to succeed. They help businesses focus on the things that matter to them - by seamlessly taking care of the things that don't. With over 250 agents supporting customers 7 days a week, with an average wait time of less than 10 seconds, an answer rate of 99% and a one-stop shop for 92% of enquiries, Dojo is a customer-obsessed organization right to the core.

INDUSTRY

Financial services and payments

WEBSITE

www.dojo.tech

LOCATION

Headquartered in London

AGENTS

250+

GOALS

- Eliminate service outages
- Improve employee satisfaction
- Support exceptional customer service and answer time
- Cost reduction

PRODUCTS

- [NICE CXone](#)

FEATURES

- Predictive dialer
- Custom IVR
- Automated archiving
- CRM integration

01 THE BEFORE

An outdated, underused deployment

Dojo was already familiar with NICE, having previously implemented CXone. However, despite having CXone for some time, not only were there several features the team was not taking advantage of, they were still leveraging older versions of the platform that no longer aligned with their growing needs. There was no dedicated team member focused on CXone and its usage, which created a lack of consistent standards. The legacy implementation had become crowded and cluttered, further hindering the team's ability to take advantage of all the provided features and creating connectivity and performance challenges that quickly started frustrating a business that prides itself on exceptional, fast service for customers.

02 DESIRE TO CHANGE

Connectivity challenges and untapped features

To future-proof its business, Dojo needed to ensure its technology stack was able to grow and evolve at the same pace as the company. After an internal review, Dojo identified significant gaps in its service and tech architecture. While the move from CXone's traditional administration user interface, Central, to the latest offering, User Hub, was a major factor in the desire for change, the Dojo team also saw an opportunity to improve their dialer campaigns. Two core campaigns were currently running through a dialer - one for presale appointment booking and one as part of Dojo's Collections Strategy. Both were seeing some success, however, neither were optimised and whilst seeing a strong use case for this approach, Dojo was not using a dialer for any other campaigns.



Alvin Lobo, Head of Performance Management at Dojo, noted that storage and data were proving to be a challenge. "We had the Rolls Royce of telephony with NICE and yet had never implemented key features," he said. "There was a wealth of data sitting in our current platform, but we weren't able to extract it or have a single source of truth." With these findings, Dojo felt the time was right to upgrade.

03 THE SOLUTION

Strategic deployment and spring cleaning

Dojo partnered with Route 101 on a series of in-depth discovery workshops to build out a clear picture of the desired solution and approach. The focal point of this solution was the migration to CXone User Hub. The platform met Dojo's requirements for ease of use, improved flexibility, and ability to scale. Route 101 assisted with seamless transition of Dojo's previous integrations, including Zendesk. Dojo also took the opportunity to "spring clean" their dashboards, reporting and profiles at this stage to ensure that the new platform would feel clean and ready to use. It was important that neither agents nor customers experienced detriment throughout the process.

With User Hub, Dojo benefited right away from AWS microservices across Availability Zones and voice infrastructure in resilient Equinix data centers. This meant that feature enhancements could be deployed easily as

implementation continued. Agents quickly liked the new authentication process, and the team saw encouraging wins from day one of implementation. Adoption of the new user interface was easier than expected thanks to internal Agent Training resources Dojo assigned.

The CXone MAX client was deployed as the agent interface with call delivery via WebRTC, direct to users' web browsers - improving accessibility and making it easier for agents to use. Dojo's upgraded subscription also included the Personal Connection outbound dialer functionality, and the deployment of auto archiving functionality presented huge cost savings for Dojo.

04 THE RESULTS

Major cost savings and zero outages

Dojo rolled out feature enhancements over the next six months and saw continued success. The overhead reduction benefits were quickly apparent, with Dojo finding savings of £240,000 annually on storage costs. This improved infrastructure also enabled Dojo to access recordings and reports more easily to make informed decisions in real time. Better reporting capabilities created an additional 9% capacity for the forecasting and planning team, and the automation of data dashboards for senior management saved Dojo around £50,000 a year on a salary for a manual data analyst position.



The additional resilience the team developed thanks to the upgraded platform impressed management. “With previous outages and crashes, losing those hours of work could be very disheartening,” said Alvin Lobo. “With our upgraded CXone subscription, we have had zero outages.” The team has more confidence and internal satisfaction scores have improved since implementing the new platform.

Customers are also benefiting from Dojo’s improved architecture. Enhancements to the dialer approach has helped increase the team’s pick-up rate by 19% with a 10% increase in operational efficiency, showing customer issues are solved quickly. A personalized IVR approach helps route customers to the correct, skilled agent. The lack of service outages has boosted customer confidence, and Dojo has seen an uptick in Trustpilot scores.

05 THE FUTURE

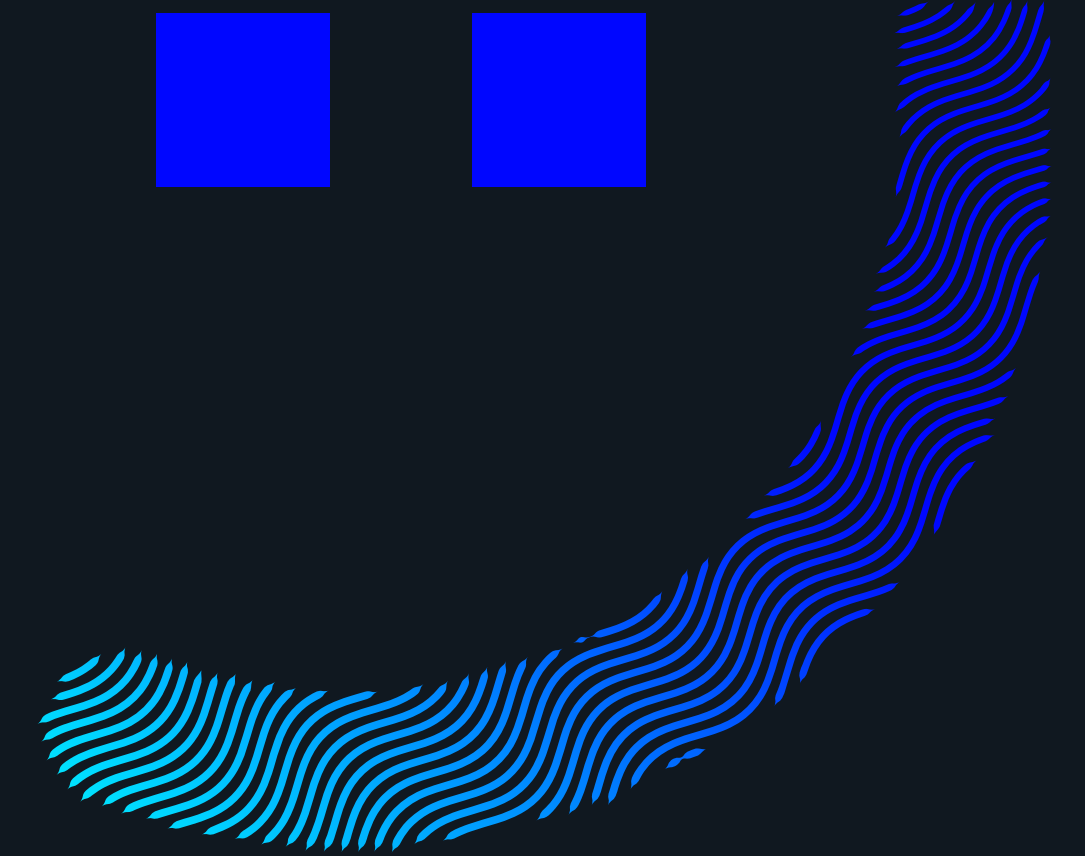
International expansion and AI

Dojo is planning to launch internationally and expand its contact centers into Europe. The company plans to continue evolving their approach to excellent customer service, finding new opportunities for self-service. The team is excited about the role CXone will play as Dojo moves into the future.

Dojo plans to keep improving their employee experience with CXone. They are exploring how AI can help take certain tasks off agents’ plates so they can focus on solving customer challenges. Additionally, culture very is important at Dojo and management is implementing more ways to surprise and delight the team with things like unexpected half days off. “The more we can automate, the more we see satisfaction scores increase. A great employee experience translates to a great customer experience,” said Lobo.

“The transition was seamless, and we have had zero outages. **Our service level has improved, and we see that reflected in reviews and our Trustpilot scores.**”

ALVIN LOBO
HEAD OF PERFORMANCE MANAGEMENT
DOJO



About NICE

With NICE (Nasdaq: NICE), it’s never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world’s #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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