Case Study

Valvoline

CUSTOMER PROFILE

Valvoline is a leading worldwide marketer and supplier of premium branded automotive lubricants and automotive services.

WEBSITE

www.valvoline.com

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- inView™ Performance Management for CXone
- CXone Quality Management
- CXone Workforce Management

RESULTS ACHIEVED

- Reduced queue times by 10 seconds
- Achieved a five-point improvement in SLA performance
- Generated an average overall financial ROI of 3.5 for every dollar spent
- Increased customer acquisition and retention rates
- Boosted employee engagement and satisfaction
- Grew revenue by offering additional support to franchisees

ON THE NICE SOLUTION

"We initially projected an ROI of two for implementing CXone IVR self-service options. The actual ROI was 3.5 with some service centers realizing an ROI as high as five!"

Joseph Patrick
System Administrator
Valvoline Support Center

Valvoline™ Drives Away with an Outstanding ROI Using NICE CXone

ABOUT VALVOLINE

Valvoline has spent more than 150 years under the hood perfecting its automotive lubricants to improve vehicle performance. Valvoline ranks as the third most used passenger car motor oil brand in the DIY market by volume. It operates and franchises more than 1,300 quick-lube locations and is the second largest chain by number of stores in the U.S. under the Valvoline Instant Oil Change℠ brand and the third largest chain by number of stores in Canada under the Great Canadian Oil Change brand.

The Valvoline contact center employs 180+ agents who manage more than 2.5 million inbound interactions every year. Calls range from consumer questions about which motor oil is best suited for their vehicles to answering queries from large retail partners.

Case Study

THE CHALLENGE

Valvoline realized that when it came to its customer experience process, the company was not operating like a well-oiled machine.

"We recognized there was an opportunity to enhance and capitalize on the many telephone calls being answered in our service centers," explains Joseph Patrick, System Administrator for the Valvoline Support Center.

"Our service centers are challenging environments for taking calls. There's loud background noise, and employees often must step away from the customer's oil change or other service to answer the phone. We realized callers weren't receiving a consistent experience, and our service center employees' time wasn't being used efficiently."

"By using CXone to implement a new market acquisition program, we've seen a drastic and measurable shift in customer growth and retention."

Joseph Patrick, System Administrator
Valvoline Support Center

THE SOLUTION

Valvoline knew it could achieve solid gains if the customer experience was improved. And the company knew NICE CXone was the right solution.

Joseph explains, "We wanted to provide a consistent customer experience while also creating a new market acquisition program. By moving calls to our centralized corporate contact center, our agents could engage directly with customers and drive additional business to the local service centers.

" Using CXone, Valvoline could now gather invaluable data, such as call volume and arrival patterns, to forecast staffing requirements. It could also identify common reasons for customer calls and use that information to optimize processes, including adding self-service options to the CXone IVR (Interactive Voice Response) that could reduce interactions with live agents.

Self-service IVR options drive efficiency gains

The new self-service options were a game-changer and far exceeded Valvoline's initial expectations. "By using the CXone IVR to create self-service options that answer callers' most common questions, we reduced queue times by 10 seconds, improved agent utilization and decreased handle time," says Joseph.

"We recouped our initial investment in just one week after implementing the new self-service options" says Joseph. "We also eliminated tens of thousands of live agent interactions each month. So even when our call volumes substantially increased, we didn't need to increase our headcount," he concludes.

The new self-service options are primarily used by corporate owned Valvoline service centers. Its in-house solution is also offered to franchisees at a fee.

ROI for market acquisition program exceeds expectations

Using CXone to implement a new market acquisition program has benefited Valvoline and its customers.

"One of the common reasons customers call is to get a price for a specific service such as an oil change. We've built tools allowing our agents to give them real-time quotes. The agents also can use email to immediately send customers a discount offer. Customers save money on a service they needed, and we help drive business to our service centers."

The market acquisition program was an instant success. "We anticipated the ROI for this initiative would be two for every dollar spent," says Joseph. "However, the actual ROI turned out to be 3.5 and, for some service centers, the ROI was five! We've seen a drastic and measurable shift in customer growth and retention. We're expanding it as fast as possible."

Valvoline's relationship with NICE CXone has been an outstanding partnership. "NICE CXone is an excellent company to work with," says Joseph. "If we're trying to improve a process, for instance, NICE CXone will conduct an analysis and recommend ways we can improve. Overall, it's a great partnership. We've had a very positive experience with NICE CXone."

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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