

Case Study

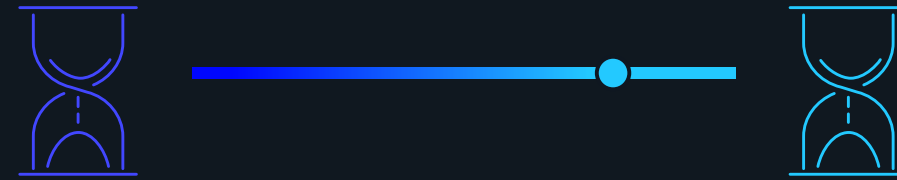


Open Network Exchange Cruises into Next-Gen QA

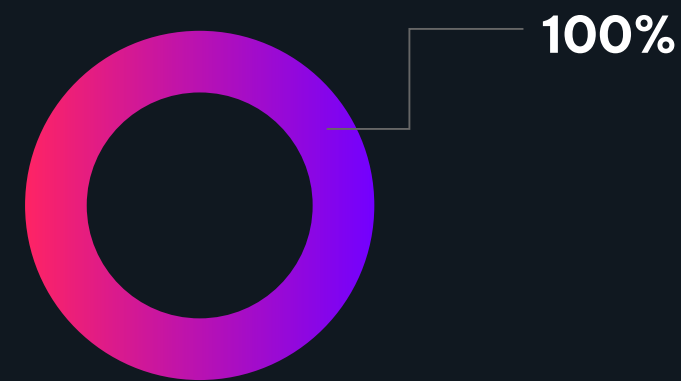
As a full-service solution provider in the travel industry, Open Network Exchange (ONE) offers its partners innovative products, customized software solutions, tech-enabled sales and marketing products/programs, an online marketplace, product sourcing, and global contact center servicing. When the company wanted to better understand the customer journey and how customers felt about that journey, it turned to NICE to gain a 360-degree view of customer interactions and enable next-generation QA.



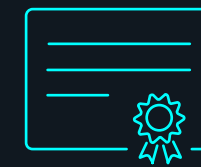
**SAVED EACH SUPERVISOR
4 TO 5 HOURS PER WEEK**



**EVALUATED 100%
OF INTERACTIONS**



**IMPROVED THE
QUALITY AND
RELEVANCE OF
COACHING**



CUSTOMER PROFILE

ABOUT

Open Network Exchange (ONE) empowers companies to reimagine and accelerate success through unique and powerful sales and marketing programs, fueled by ONE's global partner network and transformational technology.

INDUSTRY

Technology - SaaS (Travel)

WEBSITE

www.onecompany.com

LOCATION

Headquartered in Scottsdale, AZ with operations in London, Manila, and Bacolod (Philippines)

SIZE

1,000+ agents

GOALS

- Understand the customer journey
- Gain a 360-degree view of customer interactions
- Enable next-generation QA

PRODUCTS

- [NICE Enlighten AI for Customer Satisfaction](#)
- [NICE Interaction Analytics](#)
- [Quality Management Premium](#)
- [Enlighten Sales Effectiveness](#)

FEATURES

- Monitor 100% of customer interactions
- Enable objective analysis of agent soft skills

entire contact center. Rather than relying on QA evaluations as they did in the past, they can quickly search by specific categories or behaviors, such as frustrated contacts or calls where agents received a negative score for effective questioning, and easily access those calls for use in coaching. That results in an average savings of four to five hours per supervisor each week.

“It’s amazing what this system can really do when you use it the right way,” Doucet said. “Besides just saving time, I think the biggest effect has been on the employees themselves, because they’re getting coaching that’s catered to their specific opportunities on 100% of their total interactions.”

Using Enlighten AI with NICE Interaction Analytics has also democratized data. While reports in the past were pass-fail using QA scores, the company can now share reports that shed light on the overall picture, including silence, frustration, and hold counts. The solution’s analytics capabilities are also a big selling point when ONE brings on a new partner, Doucet said.

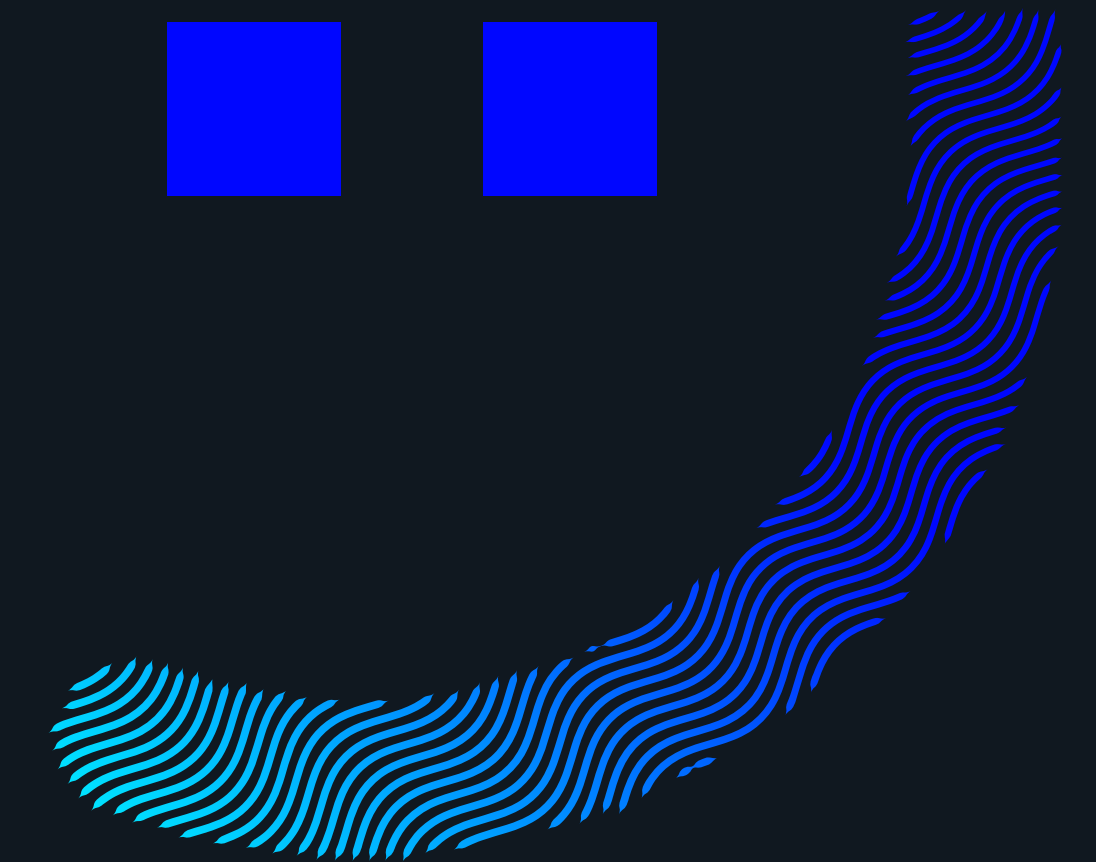
05 THE FUTURE

Full steam ahead for continued improvement

ONE plans to continue to expand and refine its use of Enlighten AI to map out success metrics and create coaching sessions based on the behaviors measured by Enlighten AI for Customer Satisfaction. While the company started using Enlighten AI to measure agent soft-skill behaviors to improve customer satisfaction, it intends to expand its use of the solution, including leveraging it to better understand sales effectiveness.

“Enlighten AI has totally changed the way our company operates—for the best. We’re able to measure how we’re treating our guests while still focusing on sales and driving revenue. What more could we ask for in a sales environment?”

ALEXANDRIA DOUCET
QUALITY ASSURANCE MANAGER
OPEN NETWORK EXCHANGE



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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