



## Disney Streaming Brings Four Major Brands Together with NICE CXone

Well known and beloved worldwide, the Walt Disney Company provides a full digital streaming experience on four separate platforms: Disney+, Hulu, ESPN+ and Star+. Disney Streaming brings the same Disney Magic experience at its theme parks to every interaction at its Viewer Experience contact centers. The Viewer Experience teams know that digital streaming involves a high level of complexity and that many customer difficulties are best solved through voice conversations. NICE CXone has helped Disney Streaming bring together four brands and 10,000 agents with consistent processes, data analysis and strategy, ensuring that Disney continues to excel at customer service in this space.



**10,000 AGENTS USING NICE CXONE WORLDWIDE**



**NICE SOLUTIONS DEPLOYED IN OVER 100 COUNTRIES** and 20 languages



**4 MAJOR BRANDS (DISNEY+, HULU, ESPN+ AND STAR+)** now in a consistent workflow



**IVR CONFIGURATION IN MINUTES**

## CUSTOMER PROFILE

### ABOUT

With four major brands (Disney+, Hulu, ESPN+ and Star+) under one umbrella, Disney Streaming brings the same Disney Magic guests around the world experience at its theme parks to every customer interaction at its Viewer Experience contact centers.

### INDUSTRY

Digital, Entertainment

### WEBSITE

www.disneyplus.com

### LOCATION

Global

### AGENTS

10,000 worldwide

### GOALS

- Consolidate all brands and regions
- Eliminate tech downtime
- Centralize reporting and control
- Simplify IVR changes and onboarding

### PRODUCTS

- [NICE CXone with Salesforce Integration](#)

### RESULTS

- Reduced the size of the team needed for onboarding
- Increased accessibility of data and reporting
- Boosted workforce planning efficiency
- Reduced tech downtime to negligible levels

### FEATURES

- Provide in-depth analytics and benchmarking capabilities to drive actionable insights.
- Use intelligent routing and Salesforce data to connect customers to the right resource, on the right channel, right away.

## 01 THE BEFORE

### Disparate telephony tools

As Disney Streaming began to prepare for an expansion to more than 100 countries, the division was forced to quickly pivot to a remote set up at the start of the pandemic in 2020. Coupled with the fact that each of the division's four digital streaming brands leveraged their own telephony tools, the Viewer Experience centers faced a lack of central control, standards and support. Growing the agent team to meet the needs of an expanding service line would be extremely difficult in this environment.

## 02 DESIRE TO CHANGE

### Consolidating to a unified, centralized approach

Disney Streaming began searching for a platform that would enable all brands and regions to come together and efficiently support a 100% remote team. The solution would need to be scalable and able to improve efficiencies globally. Management at the Viewer Experience contact centers wanted insight into call volume trends to help with planning workforce utilization. Salesforce integration was also vital, as the streaming division aimed to grow the brands quickly and pivot based on customer needs. To ensure business continuity, regional leaders in Disney Streaming division required central, cloud-based control. Lastly, Disney required a partner with superior stability that minimized downtime; Disney's brand is known for customer excellence, and that could not be compromised even with agents working from home.



## 03 THE SOLUTION

### Powering expansion and efficiency

NICE CXone was selected as Disney Streaming's platform of choice thanks to its ability to not only handle the complexities needed but also ensure service stability. All four brands and all global regions were consolidated onto NICE CXone. Previously, onboarding a new group of agents required a team to get everyone up to speed and in the system. With NICE CXone admin tools, a single team member at Disney Streaming is able to bring hundreds of agents online at one time. Tech downtime has been reduced to a negligible level, ensuring that customers have no issues getting through to the Viewer Experience contact centers when they call. Ryan Schweers, director of support and operations at Disney Streaming, said the division "hardly has to consider" downtime in forecasting calculations now.

"As we continue to expand our brands globally, NICE CXone telephony is one of the easiest aspects of each launch," Schweers said. "They are there to support us all the way, and agent onboarding is very low-lift."

Consolidating the entire team allows for centralized workforce planning, maximizing efficiency. NICE CXone also allows Disney Streaming's teams to segment reporting by brand and location. With this improved data accessibility, the organization is able to make better, strategic decisions and adjust in real time. This includes making IVR and script changes when service issues arise, offering customers immediate guidance when they call in.

"As a global organization, if you're wanting to expand quickly, definitely choose NICE CXone."

RYAN SCHWEERS  
DIRECTOR OF SUPPORT AND OPERATIONS  
DISNEY STREAMING, VIEWER EXPERIENCE

## 04 THE RESULTS

### Boosting customer satisfaction

With 10,000 agents around the world, Disney Streaming was able to make an impressive business pivot and centralized business operations in a short period of time. NICE CXone provided support to the Viewer Experience contact centers through the pandemic and continues to guide strategy today.

"Our customer satisfaction from telephony contacts has continued to excel and improve," Schweers said.

By cutting downtime, reducing the resources required for onboarding and enabling teams to make IVR changes within minutes, Disney Streaming was able to increase efficiency, giving agents more time to focus on what they do best: creating Disney Magic for customers.



## 05 THE FUTURE

### Continuing to expand

Disney Streaming has no plans to slow expansion, which means the organization will continue to need to hire and onboard new contact center agents. With new and innovative projects and continued love for Disney's entertainment archive, the company's streaming platforms will continue to evolve—as will the Viewer Experience contact centers. NICE CXone offers an adaptable platform and an omnichannel system to support the organization wherever it's headed next.

“NICE CXone has **one of the most nimble and diverse reporting systems** on the market. It also features a **fully configurable service level measurement**, which we've found is not common in many other solutions.”

RYAN SCHWEERS  
DIRECTOR OF SUPPORT AND OPERATIONS  
DISNEY STREAMING, VIEWER EXPERIENCE



### 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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