

Case Study

Accenture

CUSTOMER PROFILE

Business Process Outsourcing

WEBSITE

accenture.com

LOCATION

Canada—Fredericton, NB and St. Catherines, ON

BUSINESS NEED

- Stand up a 3,000 agent contact center in four days
- Train remote, largely inexperienced workforce under emergency conditions
- Meet citizen demands at a time of high uncertainty and anxiety

NICE SOLUTIONS

- NICE IEX Workforce Management

RESULTS ACHIEVED

- On-time go-live against unprecedented deadlines
- Developed successful training programs for workers with no contact center experience
- Model program for COVID-19 benefit and contact tracing programs

ON THE NICE SOLUTION

“With three days of notice, we were able to manage a workforce of 3,000, many of whom had no contact center experience. That’s why NICE IEX Workforce Management is our go-to platform.”

Kristel Nason
North America Command Center Lead
Accenture



Canada’s pandemic response benefit gets a lift from Accenture

ABOUT ACCENTURE

Over 500,000 Accenture employees worldwide deliver strategy, customer insight, integrated customer interaction channels, operations and value optimization into a differentiated capability for clients.

THE GOAL

The Canada Emergency Response Benefit (CERB) was an early component of Canada’s federal response to the COVID-19 pandemic. This program provided cash payments to workers suffering direct and indirect economic impact from the pandemic and associated response, including those with lost income due to closures, reduced demand, school and daycare shutdowns, and the need to act as a home caregiver for a COVID-19 patient.

The program was announced in March 2020, in the early days of pandemic response. Its administrator, Employment and Social Development Canada (ESDC), recognized that there would be massive response to the offered benefit and that a dedicated contact center would be necessary to manage the extraordinary demand. Because of the urgency of the situation, ESDC needed to agree to terms with a contact center partner on a Thursday with the aim of having the contact center up and running for business the following Monday morning.

Case Study

Accenture was awarded the CERB contact center contract, and the race was on. At the outset of a pandemic, with virtually everyone on the project working from home or otherwise in unfamiliar territory, Accenture needed to spin up a nationwide service center in record time.

THE SOLUTION

Accenture has selected NICE IEX Workforce Management for a number of high-profile, high-volume, and high-value engagements over the past decade, making it a natural choice for the CERB contact center. Working around-the-clock, Accenture created a new NICE IEX Workforce Management instance which integrated with the Canadian agency's Amazon Connect communications platform.

ESDC staffed the contact center with 3,000 representatives. Many had been working in other roles before the pandemic hit, and lacked any contact center experience whatsoever. Accenture's responsibilities included ensuring that each of the agents had access to adequate technology, including a suitable computer and headset. Accenture's training specialists worked with the newly-minted agent pool over the weekend to explain NICE IEX Webstation basics and distributed a customized one-page cheat sheet.

THE RESULTS

Accenture combined its process expertise with the power of NICE IEX Workforce Management to successfully bring the CERB contact center online in less than four full days. Accenture's regional managers worked with Service Canada leadership to ensure adequate scheduling and coverage for the Monday launch. They were able to go live with schedules and interfaces in compliance with Canadian labor law, union covenants, and English/French language requirements as well.

Accenture's sprint to train employees over the preceding weekend ensured that representatives were able to hit the ground running and navigate their personal schedules with little hassle. The center caught an important break when call volume at go-live was lower than anticipated, providing some breathing room for employees to get oriented to their duties and new work environment. Instead they could focus on working with fellow Canadians to navigate their economic uncertainties.

Because of the tight timeframe, the CERB contact center launched with stock reporting found in every NICE IEX Workforce Management deployment. In the following weeks, Accenture strengthened the data links with Amazon Connect to improve contact center insights.

Over the life of the CERB program, nearly 9 million residents submitted over 27 million applications to the center, and the CERB program paid out CAD\$74 billion. Accenture's quick deployment and effective implementation of the CERB program's contact center proved to be a model for benefit and contact tracing centers in several US states.

NEXT STEPS

The CERB program sunset in October 2020, replaced by new programs including the Canada Recovery Benefit (CRB) to provide ongoing benefits to workers impacted by COVID-19 but who do not qualify for normal Employment Insurance benefits. The contact center continues to service those programs.

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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