NICE·CXone

Case Study

A Global Leader in Hearing Health Care

CUSTOMER PROFILE

A global leader in hearing health care

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Reporting
- CXone Personal Connection
- inView™ Performance Management for CXone

RESULTS ACHIEVED

- Boosted outbound marketing campaigns' effectiveness
- Increased agents' efficiency and productivity
- Reduced time to market
- Increased agents' job satisfaction
- Decreased handle time and overall call length

ON THE NICE SOLUTION

"When compared to other solutions, such as Five9, NICE CXone comes out ahead, especially on user interface design and industry experience."

IT program manager
International hearing health care company

International Hearing Health Care Company Standardizes its Global Contact Centers on the Cloud with CXone

A global leader in hearing health care operates more than 10,000 clinics in 29 countries, serving more than 5 million customers around the world. Most of the company's worldwide contact centers are outsourced, with the exception of three company-owned sites in Australia, New Zealand and the U.S.

The agents make outbound calls to potential customers, with the goal of booking appointments at the company's retail stores for hearing-related assessments and services.

THE CHALLENGE

Before CXone, the company's New Zealand and Australia locations each struggled with outdated contact center solutions.

The New Zealand contact center used a softphone that didn't support automated outbound dialing, and it couldn't report on performance. As the company's presence in New Zealand grew, the softphone's limitations became increasingly apparent.

Additionally, the Australian contact center used an on-premises Cisco solution that was nearing its end of life, so a new solution was quickly needed for that location.

Case Study

Beyond its obsolescence, the legacy on-premises solution also had very limited reporting. Australian contact center managers couldn't tell how long agents had been working, or even what they were doing, which made it difficult to manage productivity.

Moreover, the existing contact center solutions didn't integrate with the company's marketing campaign system, which is used to create a list of prospects for the agents to call. As a result, New Zealand agents used Excel spreadsheets to manually sift through which prospects to call—a cumbersome and error-prone process. It was also difficult to report on campaign performance.

The company's CRM system wasn't integrated either, which created even more inefficiencies because agents had to manually copy and paste prospects' phone numbers into the CRM interface. This increased handle time and negatively impacted customer service.

Meanwhile, the company was launching a new U.S. location, which also needed a contact center solution.

The company realized it was time to simplify and unify all of its global contact center locations on one platform—preferably in the cloud.

THE SOLUTION

The company started by looking for a new contact center solution for Australia. Its network provider recommended NICE CXone. When compared to other solutions, such as Five9, the company found that NICE CXone came out ahead, especially on user interface design and industry experience. CXone quickly became its preferred choice.

At the same time, the New Zealand location was searching for a new contact center solution to replace its softphone system. It was prepared to buy a Vocalcom solution but after evaluating CXone, it realized it could get everything it liked in Vocalcom, and more, if it chose NICE CXone instead.

Shortly after, the company opened a new location in the U.S., which also needed a contact center solution. By that time, the decision was easy because the company was convinced that CXone was the best unified platform for all its contact centers.

OPPORTUNITIES IDENTIFIED

Real-Time Reporting and Reduced Handle Time

Today, the company's mission-critical systems are integrated with CXone. As a result, New Zealand agents are no longer working from Excel spreadsheets to call prospective customers.

The marketing campaign system is now integrated with CXone Personal Connection, a proactive voice and digital outbound solution that increases agent efficiency, improves the customer experience and boosts conversion rates. Agents are connected with prospects immediately so they can instantly build rapport.

The company also experienced improvements by integrating its CRM with CXone, which meant agents no longer had to manually cut and paste phone numbers into the CRM. That step is now completed automatically via the CXone integration, which greatly reduces handle time and improves customer service.

Moving to a single platform with CXone also gave the company significant new insights it didn't have before, including much-needed visibility into outbound campaigns' performance across all three countries.

Ensuring Consistent Agent Performance with CXone Personal Connection

The company particularly values CXone Personal Connection's ability to display the appropriate script for agents to use when talking with prospects.

Depending on prospects' profiles and demographic information, agents use different scripts to engage them. With CXone, they're presented with the right words to say at the right time. There's no need to memorize scripts or shuffle papers to find the correct script for a particular prospect. This increases efficiency and boosts conversion rates.

Scripts have also made agent performance more consistent, so all agents perform at a high level, whether they have 10 years of experience or 10 days. They simply read the script, which reduces mistakes and provides better and more consistent service.

> "The benefits of CXone integration and real-time reporting are hard to overstate. It's like our contact center employees were previously blind, and with CXone they can see."
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> IT program manager
> International hearing health care company

Quick Three-Month Implementation

Moving to the cloud made implementation of CXone at each of the three global locations faster and easier. There was no need to buy servers, find sites or install and configure the solution, as would be required with an on-premises system. The fact that CXone is a cloud platform eliminated all those tasks, so the new U.S. contact center was up and running in just three months. With the cloud, the company no longer needs to make hardware or software purchases or manage ongoing maintenance, because NICE CXone handles those details. And if an issue arises, the NICE CXone team is always available to help.

Global Contact Centers Unified on CXone

The company is pleased it selected NICE CXone for its global contact center locations. After evaluating other solutions, it was obvious that NICE CXone was the superior choice.

For other global contact centers, the company has this advice: If you're looking for a unified cloud platform for multiple global locations, you can't go wrong with CXone.

NICE

Make experiences flow