Case Study

Bridgevine

CUSTOMER PROFILE

Bridgevine sells subscription home services to consumers.

WEBSITE

www.bridgevine.com

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Performance Management
- CXone Personal Connection
- CXone Reporting

RESULTS ACHIEVED

- 80% improvement in Net Promoter Score®
- 46% reduction in cost per call
- 40% increase in net revenue per call
- 25% reduction in cost per acquisition

ON THE NICE SOLUTION

"We could never have done with our old system what we're now doing with CXone. Our agent performance has increased across all locations, making a huge impact on revenue and costs."

Jonathan Fowler
Senior Technology Manager
Bridgevine

bridgevine

Bridgevine Increases Efficiencies and Motivates Agents with CXone

ABOUT BRIDGEVINE

Bridgevine partners with trusted brands to sell consumer subscription home services such as insurance, home security, utilities, broadband and wireless plans. Its four contact centers handle around 300,000 calls monthly.

Bridgevine's corporate contact center is located in Florida. The other three locations are managed by business process outsourcers (BPOs) and are in India, the Dominican Republic and Belize. Nearly 500 agents are active during peak summer periods when more consumers are moving and demand for home subscription services is highest. During the slower winter and fall months, approximately 300 agents handle customer inquiries.

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THE CHALLENGE

Before CXone, Bridgevine's four contact centers operated as separate entities due to its out-of-date, premises-based AT&T system. Each location was responsible for its own calls, had its own set of phone numbers, and couldn't overflow calls to other locations when busy.

This arrangement made it difficult to get a complete picture of performance. "We were essentially blind," says Jonathan Fowler, Senior Technology Manager, Bridgevine. "We got reports from the BPOs, but we had no way to verify the data. It was suboptimal."

The feedback loop was also too long to have an impact on performance. "We couldn't tell our agents whether they were doing better or worse than yesterday," he says. "It was a lost opportunity."

The need for disaster recovery was another driver for change. "We couldn't route calls to a different contact center if one went down," says Jonathan. "All we could do was go online and change phone numbers to direct callers to a different location. Consequently, we kept additional phone numbers available at all times, and we had to make sure all the locations had identical IVRs—a lengthy and manual process."

To make matters worse, if a center went down, Bridgevine might not even know about it. "Three of our contact centers are located in hurricane areas," Jonathan says. "If one of those sites was hit by severe weather, we would only find out if they got through to us on a cell phone."

THE SOLUTION

Jonathan and his team started to look for solutions, and NICE CXone was a frontrunner. "It was down to NICE CXone and Five9," he says. "NICE CXone won out because of its strong ecosystem. It had the features and functionality we needed, and we also liked its solid network of partnerships."

"It was critical that we consolidate all our locations on a unified platform and provide a consistent experience to our customers. We felt CXone was the best choice to do that."

OPPORTUNITIES IDENTIFIED

Real-time visibility reduced cost per call by 46%

The CXone system gave Bridgevine the insights into agents' performance it desperately needed, across all four of its global locations. As a result, the company was able to right-size the number of agents it employed and reduce costs dramatically.

"With CXone, we discovered we were carrying excess agents," says Jonathan. "For the first time, we could view our call volumes accurately, including the agents' occupancy rate. We made adjustments, and our cost fell from $8 per call to $5, which is a 46% reduction!"

40% increase in net revenue per call

Giving agents real-time visibility into their performance with CXone Performance Management motivates them to aim higher. "CXone PM dashboards give agents a snapshot of how they're doing in real time," Jonathan says. "Before, we relied on our BPOs to send us information, which could take a couple of days. We also had no way to verify that data since we used different systems."

"With CXone PM, we now have a clear understanding of our performance across all our locations, and it's had a massive impact on our operations. Its influence on key metrics like cost per acquisition (CPA) has been substantial. CPA actually fell 25% in just six months."

CXone PM data also allows the company to route calls to the highest performing agents. "More calls mean more opportunities, which leads to bigger commissions," says Jonathan. "It's a huge incentive for our agents to perform well, and our net revenue per call has increased by 40%."

At the same time, customers are receiving better service. "Routing calls to our top agents has contributed to an 80% increase in our Net Promoter Score," he says.

Getting instant access to their performance data also helps agents be more self-motivated. "The CXone PM solution had an instant impact on their enthusiasm," Jonathon says. "They can now gauge their performance relative to their peers, and I hear them asking the best agents for tips on how to sell more. They're devising their own strategies to increase performance."

Impact of potential disasters mitigated

With the implementation of CXone, Bridgevine no longer worries about business continuity when disaster strikes. If a hurricane takes the Dominican Republic contact center offline, for example, calls are immediately rerouted to other locations, so service levels aren't negatively impacted.

The importance of this resiliency was driven home shortly after implementing CXone. "One of our BPO's contact centers had both fiber lines accidentally cut in an excavation project," says Jonathan. "Thankfully, CXone worked as it should. Calls were quickly diverted to agents in other locations, and our customers didn't know the difference."

"If you're looking for a cloud-based solution, I recommend NICE CXone. We previously used other solutions, and NICE CXone is far superior."

Jonathan Fowler
Senior Technology Manager
Bridgevine

Today, all four of Bridgevine's contact centers are unified with CXone. Managers have insights into contact center performance and agents are self-motivated, driving improvements in key metrics that include customer satisfaction, cost per acquisition and net revenue per call.

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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For the list of NICE trademarks, visit http://www.nice.com/nice-trademarks

NICE
Make experiences *flow*

Jonathan highly recommends CXone to other companies. "Being on a single platform across all locations is tremendous," he says. "CXone's real-time information has driven dramatic business improvements, and we no longer worry about disaster recovery. And throughout the entire process, the NICE CXone team has been incredibly responsive and helpful."