NICE·CXone

Case Study

Dominion National

CUSTOMER PROFILE

Dominion National is a leading insurer and administrator of dental and vision benefits.

WEBSITE

https://www.dominionnational.com/

NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- CXone Chat and Email
- CXone Interaction Analytics
- CXone Performance Management
- Engage Quality Management Integrated
- IEX Workforce Management Integrated

RESULTS ACHIEVED

- Improved SLA from 83% to 86.3% by boosting speed to answer
- Achieved better visibility into key metrics and KPIs
- Improved the customer experience
- Boosted agent productivity and engagement
- Increased call quality

ON THE NICE SOLUTION

"With CXone, we can meet all our service-level requirements and KPIs."

Elbert Parker
Workforce Analyst
Dominion National

DOMINION® NATIONAL

Dominion National Boosts SLA and Agent Performance with CXone

ABOUT DOMINION NATIONAL

Dominion National is a leading insurer and administrator of dental and vision benefits. It offers a variety of product types including employer-paid, voluntary, customized and off-the-shelf.

The company's 80 agents service both providers and members. Forty-three agents work out of its two U.S. offices in Arlington, VA, and Allentown, PA. The remainder is employed by a BPO (business process outsourcer) in the Philippines.

The agents use phone and email to answer queries about insurance coverage, claims reimbursement and more. In the future, the company plans to add CXone Advanced Chat to help service the 10,000 inquiries it receives each week.

Dominion National's call volumes pick up during insurance open enrollment from October through March. The company supplements its workforce with an outsourced team in the Philippines.

Case Study

THE CHALLENGE

After years of working in the office, Dominion National wanted the flexibility to move its agents to work from home when necessary. It also wanted to improve the customer experience by arming its agents with more information so customers wouldn't need to repeat themselves.

The supervisors were also spending a great deal of time performing tasks manually which took them away from more important responsibilities. Additionally, reporting was an onerous process, because they had to download data and create formulas to pinpoint trends and important metrics.

THE SOLUTION

By fully leveraging NICE CXone, Dominion National improved the customer experience including better anticipating call volumes and staffing to satisfy service level requirements. It can also now track and monitor agents' performance to understand how they're interacting with customers.

Enhanced customer satisfaction with CXone Interaction Analytics

To further improve customer satisfaction, Dominion National is using CXone Interaction Analytics to analyze customer and agent sentiment, including whether agents are rushing through calls or customers seem dissatisfied.

"Interaction Analytics looks for specific keywords across calls," explains Elbert Parker, Workforce Analyst. "It helps us spot trends and understand the root cause across all our interactions. The goal is to increase customer satisfaction and identify if our agents need additional coaching on our standards, such as how to greet the customer properly or empathize if they're frustrated."

He continues: "For example, CXone Interaction Analytics picks up all the words an agent uses in an interaction. We know if the agent is an

effective communicator by being an active listener and speaking clearly and slowly."

"Our supervisors use successful calls as training examples for the other agents so they understand what a positive interaction looks like. The agents' performance is also calculated into their quality scores."

Using CXone Interaction Analytics to analyze calls also makes the review process fairer. "It's easy to have gray areas when reviewing calls," says Elbert. "With CXone Interaction Analytics, we can review all calls easily—not just a random sample—because an exceptional agent might have had a bad day. It gives our supervisors a more well-rounded perspective."

> **"My advice to other contact centers is that CXone will help you retain customers because the customer experience will improve."**
>
> Elbert Parker, Workforce Analyst, Dominion National

Improved SLAs within one year

To improve the customer experience, Dominion National customized the CXone IVR with options to best suit callers' needs.

"For instance, if a customer wants to access our care team, they press the appropriate keypad number for that department, and the IVR takes them through the various options for access to care. If they want to discuss eligibility or benefits, and they're a nonmember, there's a specific routing path for them, too. The CXone IVR helps us personalize the customer journey," says Elbert.

As a result, calls are getting to the right agents, and agents know, even before they pick up the phone, why the customer is calling. "It helps the agents prepare for a particular type of call and personalize it," says Elbert.

All of these improvements boosted agents' productivity so they can help more customers. Dominion National's SLA increased nearly 4% year over year—an impressive achievement

considering it occurred during the pandemic and agents were working from home. "Last year, our SLA was 83% and, year over year, it's improved to 86.3%," says Elbert.

Streamlined Reporting with CXone Performance Management

Previously, it was a time-consuming process for supervisors to run reports on key metrics. "They used to download data and then create a lot of formulas," says Elbert. "I use CXone Performance Management to design custom reports, which eliminates most of the manual work the supervisors used to do."

"We leverage the custom reports to track the day-to-day interval basis. It helps us maintain our service levels, because we know when peak volumes will occur."

"The reports also help us keep senior management informed so no one's caught off guard if we have a challenging month. Now we can explain and justify what's happening with our KPIs."

CXone Performance Management has been well received. "The supervisors are excited they can view agents' performance. They've also been using gamification, leadership boards and wall boards to motivate the agents," says Elbert. "CXone Performance Management is a very effective solution to understand if we're utilizing our staff well based on interaction volumes, meeting service-level requirements and our KPIs."

Elbert is enthusiastic when he describes how CXone improved the customer and agent experience and shares advice for other contact centers: "CXone will help retain your agents, because you can identify their strengths and weaknesses and support them when improvements are needed."

"It also helps contact centers retain customers, because you can identify where the customer experience needs improvement."

"CXone makes life easier for our supervisors and the contact center management team. They can now identify key performance drivers in order to make informed business decisions."

NICE

Make experiences flow