Case Study

2degrees

CUSTOMER PROFILE

2degrees is a full-service telecommunications company that delivers best-in-class broadband and mobile services to consumer and business customers across New Zealand.

WEBSITE

www.2degrees.nz

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Email
- CXone Quality Management
- CXone Screen Recording
- CXone Performance Management
- CXone Interaction Analytics

RESULTS ACHIEVED

- 89% improvement in average email response time
- 75% containment of inbound calls by offering self-service options to mobile customers
- 44% improvement in service levels
- 35% reduction in average speed to answer
- 2% improvement in average handle time
- Reduced labor costs

ON THE NICE SOLUTION

"The fact that NICE CXone is a leader in the Gartner Magic Quadrant was very influential in us selecting CXone."

Tracy Duthie
Head of Service Development and Support
2degrees

2degrees Unifies its New Zealand Contact Centres on the CXone Cloud Platform

ABOUT 2DEGREES

When New Zealanders are looking for broadband or mobile services, 2degrees is a winning choice. The full-service telecommunications company delivers best-in-class broadband and mobile offerings to consumer and business customers across New Zealand.

The company is well-known for fighting for fair for all New Zealanders by driving healthy competition in mobile service costs and delivering outstanding broadband across the country. It is backed with a strong purpose and passion for customer-centricity, evidenced by its customer service team winning many awards over the years.

2degrees employs approximately 300 specialists that answer an average of 140,000 call per month. The specialists cover all aspects from customer sign ups for new plans, service and billing, and related queries for the Consumer and SME segments. The company's two contact centres are located in Auckland and Christchurch.

THE CHALLENGE

Before 2degrees implemented NICE CXone, the Auckland team handled mobile calls, and the Christchurch team, which was brought into the company via an acquisition, serviced broadband queries.

Each location used a different on-premises system for servicing interactions.

"There was no integration between them," says Tracy Duthie, Head of Service Development and Support. "It resulted in two different IVRs and ACDs, which were difficult to support and didn't give our customers a cohesive experience or afford our specialists the ability to service the customer holistically."

Additionally, many of the company's customers used both its broadband and mobile services. If the customer initially called about broadband, but also needed assistance with mobile, it required transferring them to the other contact centre team. "Transferring didn't work very well," says Tracy. "It was challenging for our people and drove system complexity as calls were pingponging around causing congestion and more importantly it didn't deliver the experience we desire for our customers."

Whilst the systems posed challenges, they also performed to an incredible level with an IVR retainment rate of over 75%. However, the systems were outdated and in some cases out of support and needed to be replaced, says Tracy. "With the level of complexity built over the years to achieve these incredible results it created a risk which often resulted in extended testing time to make changes—a minimum of three weeks."

"The challenge became we had to change our stance to maintenance and not development to protect the systems. We couldn't implement self-service options on the broadband side. It was all very challenging, when you have a significant opportunity to grow and enhance our customer experience and we were hindered by our systems."

Having two disparate systems also meant that reporting was a challenge. "We had no real-time reporting," says Tracy. "The leaders and specialists couldn't look at their performance metrics on their computers. What we did have was the bare minimum."

THE SOLUTION

The time had come to unify both contact centre locations on the same system. 2degrees sent out an RFP and RFI to a wide range of vendors—including both on-premises and cloud companies.

"Once we looked at the cloud solutions, we realized we'd no longer have to do cumbersome upgrades, so cloud won the day," Tracy says.

NICE CXone was also the winner over the other solutions 2degrees evaluated. "The fact that NICE CXone is a leader in the Gartner Magic Quadrant was very influential. CXone was our ideal solution. We were unsure on how the financials would play out however, after working with the account representative, though, we realized it suited our needs from both a capability and financial standpoint and that finalized the deal.

"We loved CXone's functionality," Tracy continues. "We wanted our leaders to have performance monitoring and our specialists to understand exactly how they were doing and where they could improve. Our goal was to boost performance and employee engagement, and we got all of that and more with CXone."

"With CXone's omnichannel and re-skilling functionality, we improved average email response time by 89%."

Tracy Duthie, Head of Service Development and Support
2degrees

89% improvement of average speed of answer

Call containment, or offering self-service options to callers, is important to 2degrees so it can support a positive customer experience while reducing the number of calls specialists take.

"On the mobile side, we have a complex and significant sized IVR with many options," says Tracy. "75% of our incoming calls are self-serviced, such as making a payment or buying a value pack. Protecting this was key."

"CXone's omnichannel capabilities dramatically improved our team's efficiency," she continues. "For instance, we use real time allocation of workflow so if an interaction is nearing its SLA it will become the priority. We now need fewer agents to handle all of our channels, which resulted in OPEX savings. We've also improved average email response time by a whopping 89%." Tracy ticks off other dramatic improvements: "Our email service levels improved by 61%. For voice, our containment rate increased 2% and average handle time

fell by 2%. Our voice service level improved 44% and average speed of answer fell by 35%."

Specialists react positively to new quality scoring

Because 2degrees values outstanding customer service, assessing call quality is important. With its old system, quality checking calls was a time-consuming and manual process.

"Our old systems' scoring was based on pass/fail which felt rather punitive," explains Tracy. "With CXone Quality Management, we've created coaching forms and removed the scoring component. The evaluation is also framed as identifying areas for improvement, which is far more engaging for the specialists. We also share outstanding call examples with them so they understand what a great interaction sounds like. The specialists are really positive about this new approach."

"CXone Quality Management has also helped us reduce our labor costs by optimizing the number of analysts needed to perform quality assessments. It all helps our bottom line."

Real-time reporting offers new levels of visibility

Previously, 2degrees had limited visibility into important metrics. Now with CXone Performance Management, it can manage queues in real-time with a traffic light system that provides data on average handle time, average call wait and KPIs.

"It's great because our leaders can see how and what the teams are doing. The specialists also have their own dashboards so they can monitor their performance."

When asked about the positive business outcomes 2degrees realized by using CXone, Tracy answers that the customer experience improved. "It's easier for customers to navigate through the IVR and move from our mobile to broadband services and then back again. With CXone, we can ensure they have a better experience with us."

"Our teams also really enjoy CXone. I continually get positive feedback about how easy it is to use.

And we've realized OPEX savings by optimizing the number of employees needed."

"We've definitely seen a positive financial return," concludes Tracy. "I would always recommend it. We're very happy with what CXone has delivered."

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.

www.nice.com

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

NICE
Make
experiences
flow