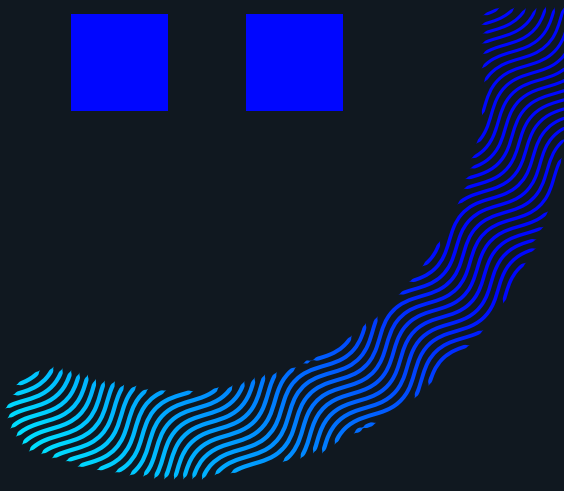


Case Study



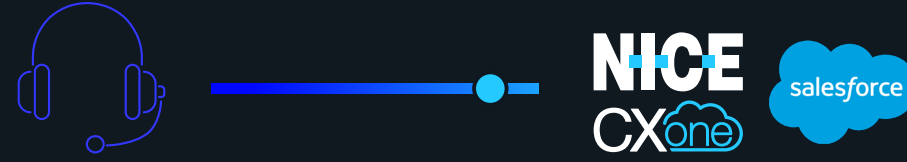
Trimble Transportation Unifies Complex Tech Support Teams on NICE CXone

Trimble Transportation recognized that its customer service goals were constrained by confusing, inconsistent processes. The company realigned around a single point of contact powered by NICE CXone.



REPLACED SIX DISTINCT TECH SUPPORT PLATFORMS

With NICE CXone and Salesforce combination



SIMPLIFIED CUSTOMER EXPERIENCE

Consistent with brand promise



COST SAVINGS ↓

With low-code customization by internal experts



COACHING DELAYS

caused by inefficient legacy recording platform

ELIMINATED



CUSTOMER PROFILE

ABOUT

Founded in 1978, Trimble provides technology solutions for the industrial ecosystem. Trimble Transportation empowers transportation stakeholders—drivers, carriers, intermediaries and shippers—to improve collaboration, maximize resource utilization and freight coverage, and transform the world’s supply chain for everyone it serves.

INDUSTRY

Transportation / supply chain

WEBSITE

www.trimble.com

LOCATION

Headquartered in Minnetonka, MN

AGENTS

270 agents

GOALS

- Consolidate sprawling technical support structure to a single entity
- Replace heterogeneous contact center architecture with single cloud solution
- Integrate CRM and cloud contact center for improved customer and employee experience

PRODUCTS

- [NICE CXone](#)
- [NICE CXone Salesforce Integration](#)
- [NICE CXone Workforce Management](#)
- [NICE CXone Interaction Analytics](#)

FEATURES

- Contact forecasting
- Full CRM and contact center integration
- Screen recording

01 THE BEFORE

Aggressive M&A leaves customer experience lagging

Throughout the 2010s, Trimble Transportation grew rapidly through mergers and acquisitions to expand its range of services and footprint throughout the logistics industries. This meant that different Trimble departments offered technical support to customers with very different processes and platforms, including a variety of legacy versions of Oracle RightNow CRM, Netsuite CRM, Genesys Telephony, 8x8 VCC, and Interactive Intelligence WFM.

Seeking to deliver on a brand promise of One Trimble to customers, the support experience was instead that of at least six different organizations, each with different processes, customer experiences, and practices.

02 DESIRE TO CHANGE

When patience runs thin

Like many industries, margins in transportation are thin, so customers have little patience for inefficiency and waste. If Trimble's telematics and TMS products are not operating correctly, it is an instant impact to the operations and bottom line of their customers.

Customer feedback made clear that Trimble was presenting a confusing and inconsistent structure, and that their patience was wearing thin. "Some groups answered contacts 24/7. While others were closed for holidays and offered standard support only 9-5 M-F. There were also various ticketing systems and processes" said Creighton Engen, Trimble Transportation senior manager, technical support.

The case for change was strong internally as well. Maintaining the many systems was a constant struggle, and the patchwork telephony and CRM systems further complicated Trimble's own business practices. Neither customers nor employees had a smooth experience when calls and emails needed to pass across product lines and systems, leading to duplication of effort and frustration.



As part of Trimble's broader digital transformation and customer experience initiatives, Trimble Transportation decided to implement a new Salesforce solution to unify CRM and wanted to pair it with a single new telephony solution. The company ran a standard RFP practice in search of a cloud-based solution for the decade ahead.

03 THE SOLUTION

At last, a single point of contact

Trimble Transportation selected NICE CXone to provide the contact center capabilities behind its revitalized technical support services. They could now offer just one number and one technology stack to drive the entire business. Bidirectional data links between NICE CXone and Salesforce route calls to the right agent more effectively, with contextual and informative screen pops as well as greater ease in ticket creation and management.

Exhaustive planning and requirements-gathering prepared agents for the changeover, minimizing disruption as the two pillars came online. After deployment, NICE CXone drives the majority of routing workflow between teams, communicating via integration with the Salesforce CRM front-end interface. The solution is tailored to ensure that both the agent pools who take high volumes of daily calls, and the engineers and specialists who work on low-volume, complex, email-based tickets are able to work in the same environment despite their differing workflows.

04 THE RESULTS

Uniform experience for customers, unified experience for employees

Customers finally have a more unified experience with Trimble Transportation Support. This also delivers improved access and insight to problem-solving workflow. "Anything we can do to reduce downtime in our customer's day by 10 minutes here and 10 minutes there is really appreciated in transportation industries," Engen said.

Tickets now move reliably and easily between support teams, and the NICE CXone routing rules make it easier to determine the most appropriate ticket ownership at every step in the process. Ticket delivery is aligned to an agent's work style and skillset, further easing adoption and efficiency.

Trimble's coaches have gained tremendous efficiencies as well. The previous call recording solution was so sluggish that it could take longer to retrieve an audio file than it did to listen. Supervisors were frequently behind on evaluations and had to put in extra weekend time to listen to a handful of recordings. NICE CXone's rapid playback has improved call evaluation volume and made the process feel less frantic.

Within months of implementation, Trimble concluded that its goals of reducing reliance on local and client/server applications, improving productivity, and removing unnecessary silos had been achieved.



05 THE FUTURE

Flexibility for the long haul

Trimble Transportation is looking forward to a wide range of options for further improvements, and the self-reliance of a platform that allows heavy customization by internal experts. “3rd parties charge \$100+ per hour for software integration and customization work. Being able to do much of this work ourselves, in the NICE low-code environment, has saved us money,” Engen said.

Improved customer segmentation is the next major target. By further enhancing call routing based on customer profile, the company intends to improve outcomes and boost satisfaction, reaching the right team and agent the first time, every time.

“NICE CXone offered a solution that could be **tailored to our needs, while offering great flexibility** which can be maintained and improved with our current talent. It is the highest compliment I can pay when I say that **most of the support teams have no idea how and when NICE CXone is functioning in the background.** It has been a silent hero.”

CREIGHTON ENGEN
SENIOR MANAGER, TECHNICAL SUPPORT
TRIMBLE TRANSPORTATION

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

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