

Case Study



CXone Delivers Exceptional Customer and Agent Experiences for Brighter Super's Expanding Contact Centre Operations and Membership

Brighter Super needed to transition to a cloud-based contact centre solution that would accommodate and futureproof its expanding operations. Implementing CXone lets Brighter Super completely transform the customer and employee experience while scaling and evolving to meet its changing customer service and operational needs.



ENHANCED CUSTOMER SENTIMENT ANALYSIS



SCALING WITH RAPID BUSINESS GROWTH



SEAMLESS ONBOARDING AND INTEGRATION OF NEW MEMBER SERVICE AGENTS



CUSTOMER PROFILE

ABOUT

Brighter Super is a Queensland-based superannuation fund that has provided trusted and reliable investment, advice, and insurance for more than 50 years. In July 2021, Brighter Super merged with Energy Super by way of a Successor Fund Transfer (SFT) which involved Energy Super members and their benefits being transferred to Brighter Super. The merger created a single fund managed by LGIAsuper Trustee. In April 2022, Brighter Super completed its acquisition of Suncorp Portfolio Services Limited (SPSL). The acquisition brought together like-minded funds to provide more benefits for members and created Australia's first three-party superannuation merger. As a group, Brighter Super manages \$29 billion in investments on behalf of 259,000 members (as of June 2022).

INDUSTRY Financial Services

WEBSITE www.brightersuper.com.au

LOCATION Headquartered in Brisbane, Australia

SIZE 60 agents

GOALS

- Capture customer feedback and sentiment
- Improve operational resilience and flexibility
- Increase ability to manage platform in-house
- Simplify agent onboarding
- Gain flexibility to accommodate growth

PRODUCTS

- [CXone Interaction Channels](#)
- [CXone Quality Management](#)
- [CXone Workforce Management](#)
- [CXone Recording](#)

FEATURES

- Consolidated record of customer interactions for more efficient monitoring and reviewing.
- Intuitive, streamlined user experiences for agent onboarding and training.
- Greater efficiencies in managing agents through growth.

01 THE BEFORE

Customer experience is key to a competitive edge

Since its inception, Brighter Super has provided trusted and reliable investment, advice, and insurance solutions that help its members achieve a dignified and enjoyable retirement. When the Australian Government opened the superannuation industry so that anyone could join any super fund, it created a far more competitive environment.

Brighter Super prioritised its customer service as a key differentiator that would help it both retain current members and attract new ones. Brighter Super experienced significant limitations with its existing on-site solution and needed to transition to a cloud-based contact centre platform that would support a fully-fledged, omnichannel customer service operation as it continued to grow through mergers and acquisitions.

02 DESIRE TO CHANGE

Searching for compelling contact centre capabilities

Following the merger with Energy Super in 2021 and the acquisition of Suncorp Portfolio Services Limited (SPSL) in 2022, Brighter Super needed to consolidate the organisations' disparate contact centre platforms into a single source of truth. The company sought to enhance its reporting capabilities to deliver deeper insights into operations, simplify its processes for adding and onboarding agents, and have the ability to change interactive voice response (IVR) services with ease.

At the same time, Brighter Super had embarked on a major upgrade to increase the functionality of its customer relationship management (CRM) platform and outsourced its back-office administration operations. While this complicated the process of introducing a new contact centre platform, Brighter Super knew it needed to have technology in place that was flexible and would accommodate its continued growth.



03 THE SOLUTION

Opting for a complete contact centre replacement

In reviewing the market, Brighter Super had very specific requirements for a new platform. It needed to capture verbatim comments, provide different scoring scales with the ability to capture and measure net promoter score (NPS), and have the capability to generate instant alerts via email or SMS if a member gave a low score during post-call surveys.

Brighter Super identified that NICE CXone would be the ideal, cost-effective platform to deliver greater functionality, and stability than its current solution. Implemented by its partner RingCentral, CXone removed the barriers for IT to make updates quickly and easily by removing the necessity of raising a support ticket with its managed services provider. RingCentral effectively deployed the CXone platform without disrupting or taking focus from the two additional major projects that were in progress at the time.

It also offered the ability to move the IVR to a different queue and continue operating in a business continuity planning (BCP) disaster or evacuation scenario. CXone delivered the self-service capabilities and flexibility Brighter Super needed to record new on-hold or promotional messages as well as program IVRs.

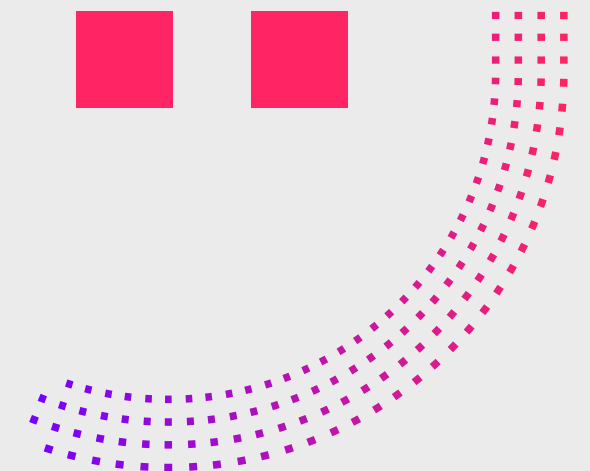
04 THE RESULTS

Creating integration and scale

CXone has delivered significant cost savings for Brighter Super since its implementation. The platform's intuitive user interface makes it very easy to learn, which simplifies the process of training and onboarding agents. This level of efficiency has been critical for Brighter Super as it rapidly scaled from managing 45,000 members to 250,000 members through the merger and acquisition process and increasing the volume of agents required to manage its membership growth.

CXone's dialler functionality seamlessly integrates with Brighter Super's CRM, giving contact centre agents access to a softphone within the platform so that when calls come in, agents already have the relevant member details in front of them. This integration keeps all member interactions and associated notes in one place.

Every incoming call creates a case in the CRM system, consolidating call recordings, call notes, disposition codes, and post-call survey results into one, central location. This gives Brighter Super's team leaders seamless access to all relevant information about member interactions and simplifies the process of investigating scenarios or member feedback.



CXone's comprehensive reporting capabilities also ensure that Brighter Super's CEO and Executive Leadership Team have the necessary visibility and regular updates on the grade of service that members receive through the contact centre.

05 THE FUTURE

Omnichannel capabilities, analytics, and unified communications business-wide

After three years of rapid change and growth, the company's overall business operations started to stabilise and allow the implementation of additional features and functionality in the CXone platform. This includes leveraging greater business insights from CXone's analytics and reporting software and introducing omnichannel member service capabilities. Brighter Super plans to combine voice, email, and web chat functionality, as well as follow-up cases raised, through its integrated CRM to be managed and actioned from within the contact centre queue.

Brighter Super's continued growth has seen it scale from a 12-seat contact centre to 55-60 seats. The deployment also includes essential Workforce Management (WFM) and Quality Management (QM) modules to empower Brighter Super by building its efficiencies and developing a comprehensive business case to invest in more resources and meet its contact centre service level agreements (SLAs). The reliability and functionality of CXone have opened the eyes of the whole organisation. While plans are still under discussion, more CXone features will likely be rolled out across Brighter Super's operations in the coming months.

“It was a very good investment in CXone; because of it, we can be so flexible. Inducting new people and expanding the contact centre has been quite easy. The big question which was asked when we were presenting the proposed NICE CXone and RingCentral solution to our executive team was: ‘Why haven't we done this before, and why did we wait so long?’”

NISHA VARMA
CONTACT CENTRE TEAM LEADER
BRIGHTER SUPER

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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