Case Study

211 LA

CUSTOMER PROFILE

Nonprofit information and referral service for residents of Los Angeles County, California.

WEBSITE

www.211la.org

NICE CXONE SOLUTIONS

- CXone Open Cloud Foundation
- CXone Omnichannel Routing
- CXone Workforce Management
- CXone Quality Management
- CXone Interactive Voice Response
- CXone Automatic Contact Distributor

RESULTS ACHIEVED

- As a result of increased productivity, increased FTE by 20%
- Boosted forecast accuracy and reduced Workforce Management effort
- Improved the customer experience with greater insights delivered through CXone
- Expanded communication channels for all customers
- Reduced effort and speed to update and customize IVR options On NICE CXone

ON THE NICE SOLUTION

"NICE CXone's expansive offering is really what sets them apart. We don't even look around, because we get really outstanding products and service from the NICE CXone team."

Amy Latzer
Chief Operating Officer
211 LA

211 LA Puts Customers First

ABOUT 211 LA

211 LA connects Los Angeles County residents with community organizations that provide health, human and social services. The nonprofit's team of about 60 community resource advisors provide information and referrals to about 500,000 people every year.

THE CHALLENGE

Before NICE CXone, 211 LA used an on-premises system that was inflexible, antiquated and expensive to upgrade. Amy Latzer, Chief Operating Officer, explains, "There were a lot of technical challenges that were known issues, but the on-premises vendor couldn't resolve them. When our contract came up for renewal, even though we had made a significant upfront investment, we decided to look for a new contact center solution. When inContact and NICE merged, we were happy to step into the cloud with them, because of their impressive stability, unified platform and everything is just so easy to use."

Case Study

THE SOLUTION

Opportunities identified

A customer-first philosophy is a primary focus at 211 LA. Amy explains, "Our goal is to put the customer at the center of the universe, and NICE CXone is an important part of that strategy.

The complete CXone solution helps us deliver an outstanding experience through the use of CXone Omnichannel Routing for multiple communication options, CXone Quality Management to drive high quality interactions, and CXone Workforce Management to optimize and simplify forecasting and scheduling, which resulted in huge cost savings."

Omnichannel routing offers multiple communication choices

With CXone Omnichannel Routing, 211 LA can now offer their customers multiple communication options based on their preferences. "Customers can chat with us on our website or use click-to-call," says Amy. "With click-to-call, they just enter their information on our website, tell us what they need help with and then we call them to discuss their needs."

"We also have text messaging setup for specific programs such as our peer-to-peer veteran campaign. Veterans who need services can text the word 'vet' to a specific SMS number, and the CXone Automatic Contact Distributor (ACD) routes the chat messages to an information and referral specialist who is also a veteran. Many studies have shown this type of peer-to-peer help is highly effective."

CXone Workforce Management Improves Forecasting and Scheduling

CXone Workforce Management plays a big role in helping 211 LA create accurate forecasts and efficient work schedules. "When we first implemented real workforce management with CXone, we had a 20% reduction in full-time equivalents,"

says Amy. "CXone Workforce Management helps us with scheduling and forecasting volume so we know if we need more staff on a particular holiday, for instance."

"The system's flexibility ensures we stay in compliance with the bargaining unit agreement and State of California regulations that impact staffing. We rely on it to create the ideal schedules that we give our staff. The entire shift bidding process is managed through the system, too."

Given the wide range of services that advisors can recommend to clients, holding frequent training sessions is important to the team's success. Amy uses CXone Workforce Management to schedule training and coaching sessions and to ensure minimal conflicts with high call volumes.

Giving agents frequent and accurate feedback is also a key element in putting the customer first. "The quality of our interactions is critical," explains Amy. "We use CXone Quality Management to evaluate interactions and to facilitate using them as coaching and training aids so our agents understand what they're doing well and where they can improve. We put a huge emphasis on quality—it's something we're known for—and CXone Quality Management helps us deliver on that vision."

"When we implemented CXone Workforce Optimization, we realized a 20% reduction in full time equivalents."

Amy Latzer, Chief Operating Officer, 211 LA

Modifying IVR options in case of a disaster

As LA County's master hotline for both public health and the Office of Emergency Management, 211 LA relies on CXone Interactive Voice Response's (IVR's) flexibility and ease of use. "When disasters or emergencies occur, we have a very short time to respond," explains Amy. "We have to turn on a dime, and we value the ability to quickly update messages in the IVR, activate a different option on the phone menu or modify call routing in

minutes. The ability to make these changes ourselves is very important so we can give callers the appropriate information during a disaster."

"We get really outstanding service from NICE CXone."

"The ability to be both autonomous and reliant at the same time is a big benefit with NICE CXone. We're very autonomous, because we like to service our own needs, but if there's something we can't do on our own, we also rely on NICE CXone's fantastic support team."

Amy continues, "The level of commitment to 211 LA by NICE CXone is huge. The technology is strong, reliable, and it's always gaining new innovative features. When it comes down to it, NICE CXone's service is really what sets them apart. I feel like they've made an investment in our organization to understand who we are, what we do, how we do it and to support us accordingly. We don't even look around, because we get really outstanding service from NICE CXone."

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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NICE
Make experiences flow