NICE·CXone

Case Study

AAA Central Penn

CUSTOMER PROFILE

Nonprofit member organization offering roadside assistance, trip planning, and other services to its members.

WEBSITE

• http://centralpenn.aaa.com

NICE CXone SOLUTIONS

• CXone Omnichannel Routing
• CXone Open Cloud Foundation
• CXone Performance Management

RESULTS ACHIEVED

• Reduced hold times
• Boosted agent efficiency
• Increased sales conversions and travel reservations
• Motivated agents with gamification challenges

ON THE NICE SOLUTION

"We chose NICE CXone, because of its scalability, omnichannel functionality and ease in configuring and upgrading the system."

Donna Zeigler
Contact Center Manager

AAA Central Penn Evolves into an Omnichannel Contact Center with CXone

ABOUT AAA CENTRAL PENN

Founded 1902, the American Automobile Association (AAA) has individual clubs around the United States that provide services to its members including emergency roadside assistance, travel reservations, discounts and more. AAA Central Penn services the Central Pennsylvania area, and their 50 agents use NICE CXone to manage 500–700 interactions per day. CXone supports AAA Central Penn's voice and digital channels, as well as inbound and out-bound communications and agent-assisted interactions, to create a superior customer experience, all while increasing agent productivity and satisfaction.

Case Study

THE CHALLENGE

Delivering an outstanding customer experience is critical for AAA Central Penn, because member satisfaction heavily influences renewals. Their previous contact center system had many technical issues that negatively impacted customer service.

AAA Central Penn started the search for a cloud-based contact center solution that could easily scale to support seasonal variations in call volumes as well as multiple digital interaction channels.

THE SOLUTION

Donna Zeigler, Contact Center Manager, explains, "We knew a cloud-based solution would be best, because we needed one system that could support all our agents, regardless of where they were based, using the same browser. We chose NICE CXone, because of its scalability, omnichannel functionality and ease in configuring and upgrading the system."

OPPORTUNITIES IDENTIFIED

Reducing hold times and realizing scalability

Donna affectionately calls her team of 50 employees, "Super Agents," because they're trained to handle multiple skills and take a wide variety of calls including emergency roadside requests, membership renewals and travel reservations. The team services between 500–700 interactions daily with seasonal spikes in November and December due to membership promotion campaigns. Roadside assistance calls increase in the winter for weather-related issues and again in the summer as members hit the roads for vacations.

Quickly handling spikes in call volumes is critical, so employees that work in AAA Central Penn's brick and mortar stores act as backups for the contact center team. With NICE CXone, it's easy for the retail store agents to easily lend a hand.

"We've reduced our hold times with NICE CXone even while taking high volumes of calls," says Donna. "CXone's scalability means that anyone on the team can quickly assist customers—they just need to login using their computer's browser."

Driving member satisfaction with omnichannel support

Recognizing that their members prefer different channels, AAA Central Penn implemented an omnichannel strategy using CXone Omnichannel Routing. "Our members can contact us using email, phone, chat or SMS," says Donna. "It's important that we offer a choice of communication channels that best fit their needs. For instance, if a member needs roadside assistance, they can contact us via phone or even via text, if they prefer."

"I highly recommend NICE CXone to any contact center. With CXone, we can now give our members an outstanding customer experience."

Donna Zeigler, Contact Center Manager

Using CXone Performance Management to motivate agents & monitor KPIs

To identify areas that are working well or need improvement, Donna tracks the team's performance closely using CXone Performance Management, part of CXone Analytics. With CXone Performance Management, she can easily create dashboards that reflect her team's real-time performance on key metrics.

"I use the dashboards to track key performance indicators (KPIs) such as after-call-work, break length, average talk time and sales metrics. For some of those metrics, we'll run gamification challenges such as incenting agents to earn two tokens for every automatic credit card renewal. They can redeem the tokens for a variety of prizes such as gift cards, logo apparel, a 'Wear Jeans to Work' day, etc."

"Our supervisors also use the dashboards to monitor call volumes and other important metrics. We know whether our service levels have balanced

out, and, we're now much more efficient at managing call volumes."

"With the visibility that we get from CXone Performance Management, we're now much more efficient at managing call volumes."

Donna Zeigler, Contact Center Manager

Offering members an outstanding customer experience

When asked to summarize the top business outcomes AAA Central Penn has realized from using CXone, Donna says, "First, we've greatly improved our team's efficiency, because we're able to service more members in a timely manner. We've also evolved into a team of Super Agents who can handle multiple skills regardless of channel, and, lastly, we're now a full service contact center that supports phone, email, chat or SMS."

Donna continues, "I highly recommend NICE CXone to any contact center. It's a very easy to use system, and the support team has always been top notch when we've needed assistance. With CXone, we can now give our members an outstanding customer experience."

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