Case Study

Industrial Software Company

CUSTOMER PROFILE

An international software company that develops industrial software for operational intelligence.

NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- CXone APIs
- CXone Agent for Salesforce®

RESULTS ACHIEVED

- 95% reduction in total wait time
- 80% reduction in abandon rate
- 40% increase in total answered calls
- Achieved more even distribution of calls while boosting efficiency
- Increased support engineers' job satisfaction
- Implemented a globally scalable solution

ON THE NICE SOLUTION

"By developing an intelligent routing solution with CXone APIs, our total wait time during peak hours fell by 94%, abandoned calls decreased 82% and total answered calls increased 42%."

Technical support manager at an industrial software development company

Industrial software company reduces call wait times by 95% with CXone APIs

ABOUT

An industrial software company develops solutions that give enterprises real-time insights so they can make intelligent business decisions. Its clients are primarily Fortune 500 companies in a variety of industries including oil and gas, food and beverage, chemicals and petrochemicals, mining and more.

The international company employs over 300 highly trained support engineers that service 100,000 interactions annually and provide technical support in nine languages.

The support engineers answer customers' technical questions about the company's software such as explaining how features work, installing software and assisting with upgrades. Customer calls are often complex and over 30 minutes long. Many calls also require in-depth research and multiple calls between the support engineer and the customer to resolve the issue.

Case Study

THE CHALLENGE

The company's founder pledged a commitment to outstanding service, and the tremendous support customers receive from its Customer Success Organization are key drivers behind its high client retention rates.

However, it's old on-premises Cisco UCCX system was getting in the way of its positive reputation. The system couldn't scale to support multiple regions which negatively impacted customer satisfaction.

Further, the Cisco system had rigid queueing that couldn't adapt to the company's unique support requirements. Complex and lengthy, its support calls often required a lot of background research and case work. The Cisco system wasn't capable of distributing the calls equitably, discouraging engineers from changing their status to 'available' so they could take the next call.

This call distribution model resulted in long wait times and high call abandonment rates which impacted customer satisfaction scores (CSAT). In addition, the Cisco system had no skills-based routing to direct calls to the appropriate engineer.

The Cisco system was also difficult to maintain and required a third-party vendor to make updates and system changes.

At the same time, the Cisco system was nearing its end of life, which prompted the software development company to start the search for a new contact center solution.

"CXone is a huge success and has been enthusiastically accepted by our support engineers."

Technical support manager at an industrial software development company

THE SOLUTION

The company immediately knew it wanted a cloud solution for scalability. It needed the flexibility to add more engineers or open another contact center, anywhere in the world, and the cloud would easily support those requirements.

It evaluated multiple vendors and selected NICE CXone™. There were multiple factors that caused CXone to rise to the top: NICE CXone had extensive experience supporting companies with worldwide contact center locations, and the Gartner Magic Quadrant rated CXone highly.

During the evaluation process, the company's team members had many technical questions about CXone including its API support. NICE CXone's technical experts worked directly with the team to ensure they received all the answers they needed.

Finding a solution that it could partner with long-term was also important to the software development company and NICE CXone checked this box as well.

OPPORTUNITIES IDENTIFIED

Intelligent Call Queuing Reduces Total Wait Time 94%

CXone APIs gave the industrial software developer the flexibility it needed to customize call routing to satisfy its unique support requirements. It developed an innovative process, which it called the "Fair Distribution Model," for more evenly distributing call volumes among the support engineers.

The Cisco system didn't evenly distribute calls, which created an unfair system that didn't motivate the engineers to re-enter the call queue. In contrast, the Fair Distribution Model was created to evenly distribute calls to increase the support staff's quality of life and motivation. The company also wanted to reduce the number of abandoned calls while minimizing the amount of time customers spent waiting for an agent.

The Fair Distribution Model uses a "staleness" rating that calculates when an engineer last took a call. Engineers with the highest staleness rating are queued to the front of the line.

Incoming calls are distributed based on how much time has elapsed between an engineer's calls, instead of being assigned to the engineer that has been available the longest.

The team also implemented skills-based routing with CXone. Now engineers are assigned a proficiency level of three to 20 which is also factored into the staleness rating to enforce more equitable call distribution.

The impact was impressive: in North America, the total wait time during peak hours fell by almost 95%, abandoned calls decreased by more than 80% and total answered calls increased over 40%.

Increased Engagement of Support Engineers

The new queueing system has been enthusiastically accepted by the company's worldwide workforce of support engineers. Thanks to the CXone APIs, the system is automated and equitable, which not only relieves stress, but also helps engineers stay motivated and engaged so they can focus on what they do best.

CXone's Flexibility Boosts Service Levels— Even During COVID-19 Pandemic

Customers are also happier because wait times have decreased dramatically. Using the CXone APIs to create the customized Fair Distribution Model helped the software development company maintain its customer-focused reputation.

CXone also gave the company the scalability it wanted—and it arrived just in time. When the COVID-19 pandemic hit, support engineers were able to start working from home immediately and customer service didn't suffer—it was an easy transition.

CXone's powerful API extensibility provides a highly customizable solution that can support any number of the company's future projects. With CXone, the industrial software developer has a contact center solution that supports its commitment to excellent customer service, both now and into the future.

NICE
Make experiences flow