Case Study

SeaWorld

CUSTOMER PROFILE

Best known for its 12 U.S. theme parks, SeaWorld is a family-oriented entertainment company that blends imagination with nature.

WEBSITE

www.seaworldentertainment.com

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Workforce Management
- CXone Feedback Management
- CXone Personal Connection
- CXone Open Cloud Foundation

RESULTS ACHIEVED

- 38% increase in number of calls serviced
- Reduced overall cost per call due to efficiency gains in scheduling and labor utilization
- Year over year increases in guest satisfaction scores
- Increased call quality and boosted agents' morale
- Reduced costs by utilizing pay-as-you-go pricing for seasonal fluctuations in call volumes

ON THE NICE SOLUTION

"With CXone Workforce Management, we've become more efficient with scheduling and labor utilization which has reduced our overall cost per call."

Brad Matzinger
Call Center Director
SeaWorld Parks and Entertainment

SEAWORLD PARKS & ENTERTAINMENT

SeaWorld Delivers Memorable Customer Experiences with NICE CXone

ABOUT SEAWORLD

For more than 50 years, SeaWorld has delivered extraordinary entertainment experiences that blend imagination with nature. Over 23 million guests visit its 12 well-known U.S. theme parks each year. In 2011, SeaWorld expanded its popular brands into media and entertainment including movies, television, and digital media.

To supports its guests, SeaWorld's Orlando, FL-based contact center is the front-line customer service hub for all of its theme parks. With a highly seasonal business, the number of agents, or ambassadors, ranges from a low of 125 in winter to a high of 300 ambassadors during spring and summer. The ambassadors take calls about a wide range of queries including questions about height requirements for various rides, purchasing vacation packages and making reservations for school field trips.

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"NICE CXone has been a key player in helping us continuously grow our revenue each year."

Brad Matzinger, Call Center Director
SeaWorld Parks and Entertainment

THE CHALLENGE

Before implementing NICE CXone, SeaWorld struggled with an Avaya on-premises contact center solution that was expensive and far less flexible in supporting its seasonal fluctuations in call volumes.

"With our old on-premises system, we paid a fixed fee for the number of licenses that were needed during our peak season, and then we essentially still had to pay for them during slower times, too," explains Brad Matzinger, Call Center Director. "It just wasn't flexible or cost-effective."

"We also experienced frequent downtime with the Avaya system—that was the precipitating event that pushed us to look for an alternative. We realized a cloud-based contact center solution would address many of the challenges we had around scalability, stability and flexible pricing."

THE SOLUTION

"Once we understood the advantages of a cloud solution, such as scalability, and the fact that we would always have the latest product updates, we knew it was time to switch," explains Brad. SeaWorld selected the NICE CXone cloud customer experience platform, in part, because of its ability to easily scale up or down depending on call volumes. With CXone, SeaWorld pays only for the capacity it actually uses which is far more cost-effective.

CXone has also supported its contact center's dramatic growth. "Since launching CXone, we've taken 38% more calls," says Brad. "With our previous system, we used call blocking and all kinds of terrible things to manage call volumes. CXone has helped us grow our ability to service more guests, and I say

that with confidence, because we've seen significant increases in the number of calls we receive."

OPPORTUNITIES IDENTIFIED

Increasing guest satisfaction with post-call surveys

Delivering an outstanding customer experience is an important goal for SeaWorld, so they use customer surveys to gather feedback. In turn, that feedback is shared with SeaWorld's ambassadors to improve their quality of service.

"CXone helps align the quality of service that our ambassadors provide with our guests' expectations," explains Brad. "We've identified six core competencies that we want agents to exhibit when they're on the phone. Our quality team combines the customer feedback we receive from CXone with quality management evaluations to give our ambassadors true 360 degree feedback."

"We feel this is a more impactful approach for our ambassadors, because the feedback isn't just from their managers, but also from guests they've spoken with in the past two weeks. It's also had a positive impact on our guests as we've seen year over year increases in customer satisfaction scores."

Realizing efficiency gains and labor cost savings

"I attribute many of our efficiency gains to CXone Workforce Management," continues Brad. "Gaining visibility into schedule adherence has been a game changer for us. We monitor adherence in real-time, and it is one of the key metrics we deliver daily to our agents. We have targets we expect them to hit, and now we know if they are achieving them or not."

Forecasting has also optimized the number of agents they need, which is especially important to accommodate call volume fluctuations. "By using CXone Workforce Management to forecast our labor requirements, we can better predict exactly how much labor we need for specific time periods and that results in some cost savings."

Collecting more outstanding revenue

As a dynamic contact center, SeaWorld's business requirements sometimes change to better service its guests. For instance, Brad needed a technology solution to streamline how SeaWorld collected outstanding payments, so he contacted NICE CXone about implementing CXone Personal Connection, an outbound automated dialer.

"I appreciate how CXone gives us the flexibility to easily implement new solutions like CXone Personal Connection," he says. "We definitely didn't have that with our old on-premises solution."

The success of CXone Personal Connection has resulted in SeaWorld collecting more outstanding revenue. "Some of our annual passholders use our EZPay program, which allows them to make monthly payments," explains Brad. "Whenever we're unsuccessful in collecting a monthly payment, we now use CXone Personal Connection to proactively make an automated outbound call reminding them to call us back to rectify it. We're collecting many more payments than we did in the past."

"CXone has been a tremendous asset."

Brad feels there isn't much that a contact center can't do with CXone. "CXone has been a tremendous asset to SeaWorld. With it, we've realized some outstanding business outcomes including scalability, stability and flexibility."

"Scalability is critical, because it allows us to accommodate seasonal fluctuations in call volumes. We've had fantastic uptime so the system is reliable and stable. CXone is also flexible, because if our business requirements change, we can easily implement new CXone functionality to satisfy it, like we did with CXone Personal Connection."

Brad concludes by saying, "NICE CXone has been a true partner and a key player in helping SeaWorld continuously grow our revenue each year."

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
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