

Case Study

TASC

CUSTOMER PROFILE

Administrative Services

WEBSITE

www.tasconline.com

LOCATION

Madison, WI; Philippines

BUSINESS NEED

- Engage employees
- Improve quality assurance and productivity
- Understand customer experience

NICE SOLUTIONS

- Quality Central
- Nexidia Analytics

THE IMPACT

- 80% increase in engagement
- 45% increase in QA evaluations each month
- 40% of QA analysts could be reassigned
- 40% reduction in support calls
- Prioritization of bug fixes and enhancements
- Improved contact center forecasting
- Improved service levels
- Improved customer experience

ON THE NICE SOLUTION

“NICE Quality Central has positioned us for success.”

Matt Wilber, Supervisor of Quality Assurance



Quality Central Brings Agility and Efficiency to a New Benefits Program

ABOUT TOTAL ADMINISTRATIVE SERVICES CORPORATION

Total Administrative Services Corporation (TASC) provides organizations with employee benefit and charity administration services. With more than 21 innovative service offerings, TASC serves businesses of all sizes in all 50 US states and American embassies overseas. The company is the largest third-party employee healthcare card administrator in the United States, with a specialization in tax-saving services for farmers and small businesses. TASC employs 1,200 people at the company's Madison, Wisconsin, campus and remotely, as well as 7,600 field representatives.

TASC contact centers are located in Madison and offshore in the Philippines. The contact centers operate on- and offshore locations, and non-phone correspondence, to handle 1.3 million interactions related to healthcare benefits and 30,000 related to charitable giving through the US government's Combined Federal Campaign.

THE CHALLENGE

TASC has a complex system for nationwide healthcare benefits administration, which was centralized and moved to the cloud. This reduced management expenditures, increased data security, and improved technical support.

The company also initiated several unique company-wide initiatives. Among them was providing customers with the Universal Benefit Account (UBA), a uniquely flexible, comprehensive and centralized tool for managing employee benefits.

Case Study

The challenge TASC faced was understanding the customer experience in implementing and using UBA. The quality assurance process, including the selection of calls to review, was inefficient, very manual, and time consuming. QA reporting was based in Excel, for example, with a lot of numbers crunching using pivot tables.

These barriers eroded the likelihood of getting actionable, timely information into the hands of agents. Agents lacked meaningful feedback on their performance and customer satisfaction, which in turn ran the risk of contributing to churn among customers and employees.

THE SOLUTION

As part of its optimization effort, TASC decided to adopt NICE Quality Central for end-to-end automation and insight. As the first quality management solution that works with any recording platform and data source, NICE Quality Central is robust enough to handle the latest developments in the TASC portfolio related to UBA.

With NICE Quality Central, along with NICE Nexidia Analytics, TASC reengineered its quality model and scoring, with a cleaner line of sight into agent performance, robust reporting, and customization. In addition, the effect on the customer of changes to the TASC services through UBA, and customer feedback, could be accurately and comprehensively measured with Quality Central.

More specifically, support or troubleshooting calls into the contact center related to the first wave of TASC clients moved into the UBA program were collected and analyzed via Nexidia Analytics and Quality Central. This gave TASC the information needed to improve the UBA product and transition processes, as well as to identify those practices in the new benefits management tool worth preserving.

In addition, TASC developed a comprehensive satisfaction metric for client upgrades to the UBA program. The score was based on calls to the TASC contact center from both the TASC

clients and UBA program employee participants. With this information, proactive outbound calls were made to clients that may have had issues with the upgrade.

Improving the Quality of a Service Upgrade

“NICE Quality Central has positioned us for success with our Universal Benefit Account upgrades,” according to Matt Wilber, Supervisor of Quality Assurance for TASC.

One of the key changes introduced with the implementation of Quality Central was the creation of QA workflows with automated selection of calls to score. The system monitors all calls and only selects the interactions for evaluation based on speech analytics or a telephony data metric. In addition, Nexidia improves quality agent efficiency when scoring contact center calls with auto suggested answers to account verification questions on the TASC quality evaluation form.

NICE Quality Central’s highly flexible capabilities allow TASC to launch new forms and update scorecards very quickly.

Similarly, reporting is robust and customizable, with data effectively and elegantly displayed.

All of the QA operational improvements introduced as a result of NICE Quality Central have saved TASC a lot of time and money, as well as increasing satisfaction among TASC clients and employees.

- 80% increase in frontline agent engagement
- 100-second improvement in QA team’s call scoring speed resulting in a 45% increase in number of QA evaluations per month
- 40% of QA analysts could be repurposed to other roles at TASC, while still increasing evaluations

In terms of the UBA project specifically, TASC is able to ensure the ongoing introduction of its innovative benefits program is as effective as possible.

- A 40% reduction in the chief call driver of the first wave, following IA-driven recommendations for process changes
- Effective prioritization of the program bug fixes and enhancements based on analysis of support calls
- Improved contact center forecasting for UBA program transition waves, based on analysis of call type and contact rates
- Improved service levels, positively impacting customer experience

Positioned for What’s Next

The streamlining of quality assurance processes with NICE Quality Central improved evaluation timeliness and scoring, which benefited agents, managers, and customers.

QA supervisor Wilber summarized TASC’s overall experience, saying, “Quality Central put us in a good position to be really agile when things are rocking at TASC.”

Gary Hartung, Manager of Operations Support Technology for TASC, shared that the company intends to leverage its NICE solutions with more extensive analytics, such as with additional call categories and segmentation, and long-call analysis. Deeper analytics will enable more detailed quality scoring automation, as well as the identification of agent training opportunities. TASC contact center will also improve its call deflection, as automatically identified, to mobile, self-service, or chat. Also, TASC is in the early analysis for using Sentiment Scores to replace customer satisfaction scores.

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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