NICE

Case Study

From Seeing to Believing

Realizing Value with Quality Central Insight

CUSTOMER PROFILE

Telecommunications

LOCATION

Global

BUSINESS NEED

- Workflows for quality efficiencies
- Gain key reports
- Speech analytic insights
- Eliminate heavily manual operational and report administration processes

NICE SOLUTIONS

- NICE Quality Central Insight
- NICE Value Realization Services

THE IMPACT

- $453,000 annual savings as a result of completing quality evaluations 64% faster
- 94% reduction in evaluator assignments due to automation
- Improved supervisor, analyst and agent satisfaction with evaluation process
- Common practice for coaching
- Streamlined, faster querying with reports and metrics which were previously unavailable

ON THE VALUE OF VRS CONSULTING

"We weren't met with someone with hypothetical knowledge of QCI. This is someone who's been a quality analyst— someone who knows what the job consists of, who has done evaluations—and who could 'level up' to focus on our metrics and business needs."

Quality Analyst

ABOUT THE CLIENT

The customer provides high-speed satellite internet services, secure data network communications, and managed networking systems. The customer has 800 agents handling 200,000 calls each month. To ensure quality, the customer's quality analysts and supervisors complete over 3,000 evaluations per month.

The customer returned to NICE after years of trial-and-error with various quality systems and had acquired a mishmash of solutions for quality management. In opting for NICE Quality Central Insight (QCI), the customer has a quality management platform with speech intelligence that allows them to create programs based on Voice of the Customer (VoC). This decision was made, in part, because Quality Central Insight is a recording-agnostic solution and, in part, because several customer team members had recognized value with NICE solutions in past roles.

THE GOAL

The customer selected Quality Central Insight to increase customer satisfaction, reduce administration costs, improve service levels and grow their customer base. That said, the customer's quality team was also coming from past experiences which left them unable to log in for evaluations and had them asking questions like "*How do we ____?*" that were answered with "*I don't know*" and "*You'll figure it out.*" They were understandably disenchanted with sales pitches and bullet points about what a product could do.

"When it came to a new quality solution, we had an attitude of 'wait and see'," says the quality manager. "Everything that was being said sounded nice, but we needed to see it in action."

Cautious, but hopeful, the customer trusted NICE and NICE Value Realization Services (VRS) to help them achieve success. VRS helped the customer properly configure Quality Central Insight for their environment. VRS also delivered training, expert advisory and workshops to ensure the customer was fully knowledgeable about QCI, taking full advantage of all its features and employing best practices.

THE SOLUTION

Willing to Explore and Accept Expert Advice

From the beginning of their engagement, the customer's team saw immediate differences in attention to detail and a level of support they hadn't seen before—including two hours per week with their VRS Business Consultant.

"We weren't met with someone with hypothetical knowledge of QCI," says the quality analyst. "This is someone who's been a quality analyst—someone who knows what the job consists of, who has done evaluations—and who could 'level up' to focus on our metrics and business needs."

After conducting an operational assessment, VRS made numerous recommendations aligned to the customer's business goals. The customer implemented many of those recommendations and, with effective change management, adopted new, more efficient processes.

THE RESULTS

NICE helped the customer move from four disparate systems to one streamlined tool. Today, calls are ingested from a 3rd-party recording platform and all quality activity is completed in Quality Central Insight (i.e., evaluation assignments, identifying and listening to calls, evaluations, and speech queries).

Results include:

- Calls and evaluation data centralized in one tool
- Interaction assignments completed automatically, taking 10 minutes to review vs 5 hours to create
- Quality evaluations completed in 9 minutes vs. 25 minutes
- Dashboards display status of evaluations and completion
- Individual and team performance available in real-time

The customer is excited about the efficiency gains and delighted to have an easy-to-use solution. Supervisors gained visibility into their team's performance and operational efficiencies as they can now review evaluation results with the interaction attached to the evaluation form. Agents like having transparent access to evaluations, including the ability to self-assess and re-grade interactions, which creates better conversations about quality and leads to enhanced coaching opportunities.

> "We've learned to be open-minded to change. Purchasing a new platform, you might expect to be able to do things the same way, but what you realize is, what works right now may not be the best way. VRS helped us identify what needed to change and implement those best practices."
>
> Quality Manager

The Turning Point

It was during the initial training that the customer's team really began to see QCI's potential and began asking, "What else can this do?"

"For me," says the quality analyst, "it was workflows. When our trainer went over those—it sparked an idea. If I could use workflows to create an evaluation tracker—that's 5 hours saved. It gets me back to doing evaluations rather than organizing to do evaluations."

From there, the quality analyst started building workflows—and had on-demand help from VRS. Incremental guidance shared when it was needed proved tremendously valuable.

"We benefited from our weekly calls with VRS," the customer says. "Something as little as, 'Hey, you know if you validate these tags, you can use it to feed into a new workflow?' or help setting up a query to identify calls where a customer mentions a competitor really made a difference. We had, of course, learned about workflows and queries in training, but having that assistance in the midst of actually using Quality Central Insight made it more relevant."

Open to Change

The customer went from an extremely manual solution to one that is streamlined with easy access to quality metrics. "Before, I could spend 25 minutes hunting and pecking for the right type of call to evaluate," the analyst says. "I would download 15 calls and still come up empty-handed. Now we have automatic categorization. The calls we need are just there—easy to identify."

The customer's team realizes they are just scratching the surface when it comes to workflows, queries and the true power of voice analytics, but already the team has adapted to the power of QCI and continues to learn and grow with the system.

"We've learned to be open-minded to change," says the quality manager. "Purchasing a new platform, you might expect to be able to do things the same way, but what you realize is, what works right now may not be the best way. VRS helped us identify what needed to change and implement those best practices."

Coming Full Circle

"Another thing we've learned is to plan for where you want to be, not where you are," the manager says. "Quality Central Insight has amazing features and the people who developed it know what they're doing, but you'll always want more."

Now that the customer is confident using Quality Central Insight for their quality program, they plan to deploy NICE Enlighten AI and Real-time Interaction Guidance alongside Quality Central Insight.

NICE

Make experiences *flow*