



ABOUT

CARiD is a technology-driven, digital commerce company focused on creating custom infrastructure and unique user experiences within niche markets.

NICE SOLUTIONS

- [NICE CXone](#)



CHALLENGE

Over several years of continuous change CARiD had lost market share and customer loyalty. Now, in pursuit of improved sales and customer experiences, CARiD looked to replicate NICE-led improvements in performance management—the likes of which had reduced AHT by 30% and AHLDT by 50%—to orchestrate a higher-value customer journey. The deep insights needed to improve the customer experience would be of value outside the contact center, too, by influencing enterprise-level decision making in a period of transformative change.

SOLUTION

CARiD dug deep into CXone features to get proactive, strategically assigning subject matter experts to perform outbound calls to customers who had abandoned carts or calls, and by automating the push of customer feedback regarding web performance to the developers responsible for fixes and upgrades. All CARiD employees—especially its commission-based salespeople—are excited by the prospect of being supercharged with AI-powered customer insights and product recommendations in the near future.



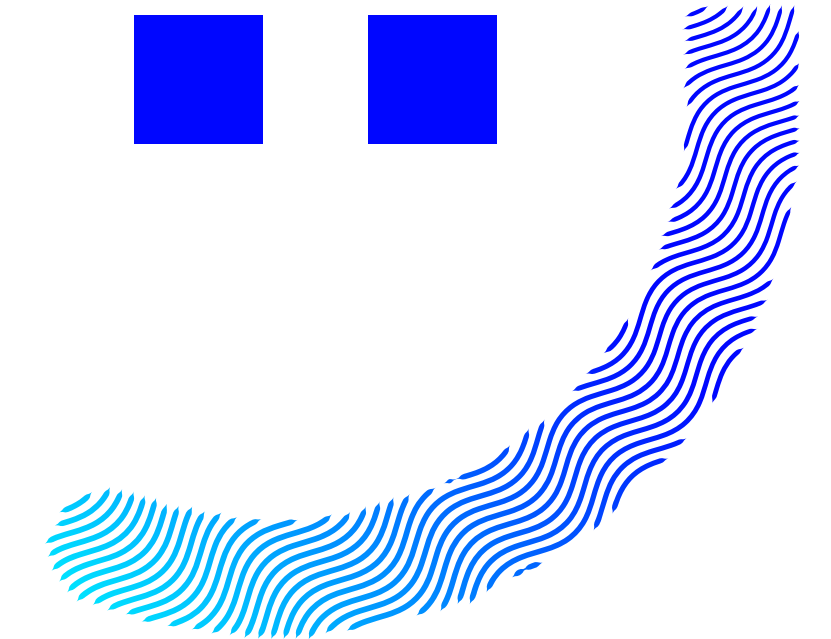
AI TO HELP AGENTS NAVIGATE

18 MILLION

Unique SKUs

PARTNERSHIPS

With 1,000+ distributors & vendors



12,000-60,000

Contact center interactions per month



“When you compare NICE to other platform competitors, they may be on-par in terms of product offerings, **but NICE brings you along for a journey that doesn't feel like you're being sold to**, but instead that they're setting you up to get the most value possible.”

RYAN GRONLIE
SENIOR DIRECTOR OF OPERATIONS
CARiD