

Case Study

Cvent

CUSTOMER PROFILE

Cvent provides software solutions that streamline the planning process for meetings and events.

WEBSITE

www.cvent.com

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Chat
- CXone Agent for Salesforce®
- My Agent eXperience –MAX

RESULTS ACHIEVED

- 94.1% “overall satisfied” rating from customers across all service lines
- 87% increase in system uptime
- 86% decrease in time spent pulling data for reporting
- 71% “overall satisfied” rating from employees
- 70% reduction in costs with introduction of Request to Call functionality
- 27% Net Promoter Score® (NPS), which is higher than average for SaaS technology companies

ON THE NICE SOLUTION

“With CXone, we have visibility into the customer experience. If anything is negatively impacting our customers, such as long hold times, we can act on it right away.”

Alexis Petrovich
Director Business Management
Cvent



Cvent Achieves a 94.1% ‘Overall Satisfied’ Rating with CXone

ABOUT CVENT

Planning an event involves juggling myriad tasks and wearing many hats. Cvent’s web-based technology platform simplifies the process for event planners by streamlining meeting site selection, online registration, event management and more.

Founded in 1999 and headquartered in Tysons Corner, Virginia, Cvent has 330 contact center employees in 22 locations across North America, Europe, Asia Pacific and the Middle East. Its largest contact center is located in Gurgaon, India.

The contact centers handle 280,000 inbound interactions and 311,000 inbound calls per year via phone, chat and web form. Most of the interactions are post-sale questions, such as how to set up a new event session, configure registration and charge for an event.

High customer satisfaction is central to Cvent’s mission to build long-term relationships with its clients. “We want every interaction to be high touch, so our contact center is critical to that goal,” says Alexis Petrovich, Director Business Management for Cvent.

Case Study

THE CHALLENGE

For years, Cvent used a contact center system developed internally. But as the company grew, downtime and reporting were increasingly problematic. The system was unreliable, and reporting data took people from across the organization days to pull from multiple systems.

Alexis explains: “Our managers spent six to seven hours each month pulling data and translating it into effective reports that could be shared with our team. It was so time-consuming, there was little time for actual analysis and taking action on the results.”

The inability to integrate with Cvent’s Salesforce® CRM system also negatively impacted the customer experience and created manual work for agents. “The agents logged into each system separately and had to keep dual windows open,” says Alexis. “They searched both systems when they needed to find a customer, which increased handle time.”

Cvent’s old contact center system also couldn’t route customers to the right agents. “We have specialized teams, such as Tier 1 and Tier 2 agents, and we struggled to get customers to the correct agents,” says Alexis.

With all of these issues, Cvent was ready to consider other options. “It was clear that we needed a more mature and comprehensive contact center solution,” says Alexis.

THE SOLUTION

Cvent assembled a small team to evaluate its current and future needs and identify contact center solutions that satisfied its main requirements. The company selected NICE CXone because of its strong uptime record, real-time reporting and Salesforce integration.

NICE CXone’s industry reputation was also a factor in the selection process. “We talked to a number of people affiliated with different industry organizations, such as the International Customer

Management Institute (ICMI) and the Help Desk Institute (HDI), who had positive things to say about CXone,” says Alexis. “We were reassured by their recommendations.”

“With CXone’s Salesforce integration, agents no longer need to switch back and forth between multiple systems to look up customers. This shortens handle times and contributes to our high customer effort and satisfaction scores.”

Alexis Petrovich
Director Business Management
Cvent

OPPORTUNITIES IDENTIFIED

Managers spend 86% less time creating reports

With CXone, Cvent experienced an 87% increase in system uptime and benefits from real-time reporting that doesn’t take days to pull together. “The evolution from where we were to where we are now is impressive,” says Alexis. “Having all our data available in CXone is a huge time saver for creating reports. Our managers can spend more time coaching their teams rather than manually sifting through data.”

Alexis estimates that managers are spending 86% less time pulling data – the equivalent of saving 54 weeks of work each year – and the type of data they’re getting has also improved. “It doesn’t take nearly as much time to understand what’s going on in each line of business because CXone gives us accurate, real-time data,” says Alexis.

Performance metrics are also shared with agents, which has had a positive impact on employee engagement. “At any given point, our agents know how they’re doing by reviewing their performance data via dashboards,” says Alexis. “They also know specifically where to focus in order to improve.”

Enhanced reporting also drives Cvent’s popular employee rewards programs. “We have rewards programs for each line of business and at the

department level,” says Alexis. “We use CXone reports to recognize high performers, taking into account factors like productivity, customer satisfaction and coaching metrics – data that we didn’t have with our old system or that was too time-consuming to calculate.”

CXone’s ease of use also contributes to employee engagement and retention. “When your employees like the tools they’re using, such as CXone’s intuitive interface, it impacts overall experience and influences attrition rates,” says Alexis.

Salesforce integration supports customer satisfaction

Today, Cvent’s Salesforce CRM system is fully integrated through CXone Agent for Salesforce®. “Integration with Salesforce makes it much easier for our agents to serve customers,” says Alexis. “Every customer’s information is at their fingertips.”

The integration with Salesforce also means agents are working with one system instead of two, which also improves the customer experience. “Agents can answer questions more quickly and spend less time logging details into two systems,” says Alexis.

70% cost reduction

Cvent is using the CXone IVR to automatically route customers to Tier 1 or Tier 2 agents. “CXone makes it much easier to manage multiple queues and skills. Our customers spend less time waiting in the queue for someone to help them,” says Alexis.

Costs also fell 70% with the introduction of CXone’s “Request to Call” functionality on the company’s Customer Community web page. “Customers can now choose to have an agent call them back rather than waiting in the queue,” explains Alexis.

All of these advancements contributed to a 94.1% “overall satisfied” rating from customers across all service lines and a 71% “overall satisfied” rating from employees.

Alexis believes CXone has had a positive financial impact by contributing to a reduction in the

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.

www.nice.com

For the list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>



amount of time managers spend pulling reports and reducing agent attrition. Those benefits, along with a seamless Salesforce integration and improved customer experience, have all had a positive effect on customer satisfaction and employee engagement.

“I would definitely recommend CXone and NICE CXone to my colleagues and peers,” says Alexis, “especially if they want a reliable system with real-time reporting and Salesforce integration with very user-friendly navigation.”