

Case Study

Online Retailer

CUSTOMER PROFILE

A leading online retailer selling home décor and improvement products.

NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- CXone Workforce Management
- CXone Quality Management
- CXone APIs

RESULTS ACHIEVED

- Improved system uptime to 98%
- Boosted agent productivity
- Improved the customer experience
- Increased agent job satisfaction
- Improved real-time adherence

ON THE NICE SOLUTION

“With CXone, we’ve increased productivity and efficiency while ensuring that our support teams and customers have the best possible experience.”

Senior product manager at a leading online retailer

Leading Online Retailer Improves System Uptime to 98% with CXone

ABOUT

One of the most recognized online retailers employs over 500 contact center agents across three locations. The agents handle over one million inbound interactions annually, with most relating to orders and products.

Case Study

THE CHALLENGE

The company had an on-premises system that was scheduled for retirement and experienced serious stability issues. Outages occurred every month and sometimes every couple of weeks.

Making matters worse, the vendor wasn't providing much support and service level agreements weren't being met. Sometimes the company needed to bring its disaster recovery solution online as a backup, so it could continue to service customers.

The IVR was also problematic, because the system vendor had to make even simple changes. And with three contact center locations, the updates had to be repeated three times.

All of these challenges impacted customer satisfaction including long call wait times. When customers were finally connected to an agent, they were frustrated.

The company recognized that as a leading online retailer, technology needed to be a priority, which made the outages totally unacceptable. Its current contact center solution was impeding its ability to achieve its business goals and, ultimately, drove its decision to move to the cloud.

THE SOLUTION

From the beginning, the retailer's IT team knew it wanted a cloud solution. It had implemented Salesforce about a year before so it needed a contact center solution that could easily integrate with it.

The selection process started with reviewing the Gartner Magic Quadrant for vendor recommendations and talking to other companies.

After speaking with different vendors and reviewing their solutions, the company realized a platform with fully integrated functionality, like NICE CXone™, was the answer. Since CXone is an all-in-one platform, it eliminates the need to

purchase and maintain multiple solutions from different companies.

CXone's broad product portfolio was appealing, because the company viewed it as being a "future-proofed solution." The functionality that the NICE CXone team was working on—like sentiment analysis and real-time authentication—was very exciting, because the online retailer could take advantage of it down the road.

“Our partnership with the NICE CXone team is amazing. We really like their level of engagement and support.”

Senior product manager at a large online retailer

OPPORTUNITIES IDENTIFIED

Dramatically boosted uptime and system reliability

CXone improved the company's uptime to 98% or more. This boosted productivity and efficiency so agents and customers have the best possible experience.

Contact center staff are also thrilled with the change, because agents and supervisors no longer feel stuck with the old system. Moving to a new solution that's easy to use has been very positive for all staff.

With CXone, the IT team can continually enhance the IVR and make changes themselves. For instance, they've implemented skills-based routing, which has reduced hold times and abandonment rates. Different skills are added at different times of the year, such as during the holidays, to route questions to specific agents. Customers are happy, because they're quickly connected to someone who can help.

The team is also using the IVR to reduce call volume by driving interactions to other channels in order to minimize hold times. A new menu option was also added to the CXone IVR that allows customers to choose to have an agent contact them via text. The entire interaction is conducted

by text, which frees up phone queues and reduces hold times.

As a result of these changes, 80 to 90% of calls are now answered in just a few seconds.

Continual innovation helps ensure market leadership

CXone's broad product portfolio and continual rollout of new functionality satisfies the company's innovation requirements. NICE CXone is helping the company maintain its market leadership position now and into the future.

If the retailer needs another product in the future that will integrate with CXone, such as interaction analytics, it won't have to go looking for something from another vendor. The CXone platform's broad functionality can satisfy the vast majority of their requirements.

To top it all off, the CXone launch was the company's smoothest technology rollout ever. Since its previous solution was being retired, a lot of attention was focused on implementing CXone within a specific time frame.

The goal was to beat the company's target go-live date. CXone was implemented in only five months, which surpassed initial time estimates, and gave the retailer the breathing room it needed to transition from its previous provider.

The rollout received enthusiastic agent support. They were excited to use CXone, and the platform didn't disappoint. As they became more familiar with CXone and realized it was a reliable system, their excitement continued to grow.

With CXone, the online retailer now has a contact center solution with excellent uptime—one that's serving it well now and will continue to do so into the future.

Consequently, the company is happy it chose CXone. It feels that NICE CXone is a company that listens and learns from its customers in order to drive continual improvements and innovation.

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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