onesource VIRTUAL
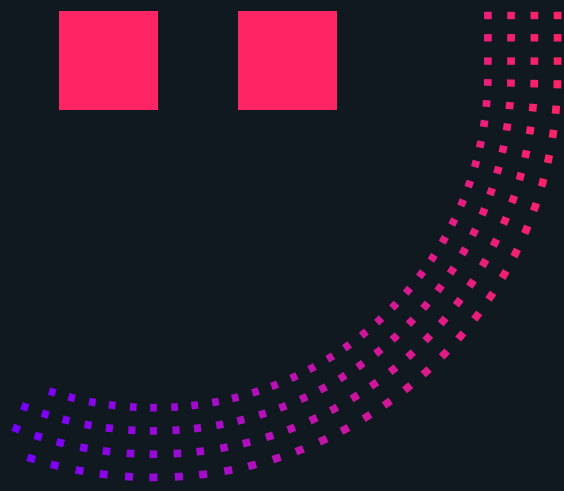
OneSource Virtual Improves Voice-of-the-Customer Insights with CXone Feedback Management

OneSource Virtual (OSV) provides a wide range of services to clients using the Workday enterprise platform and wanted to improve the depth of insight and ease of use associated with post-call surveys.

With CXone Feedback Management, OSV gained a comprehensive understanding of the customer experience to empower agents and identify areas for opportunity.

NICE

15,000+
POST-INTERACTION SURVEYS
Answered annually

66%
OVERALL IMPROVEMENT
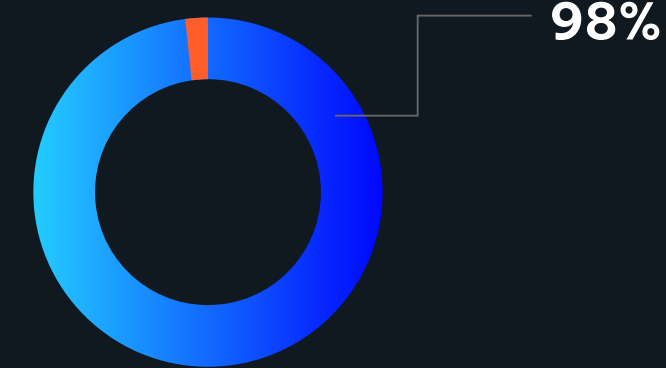In survey scoring, one year after implementation

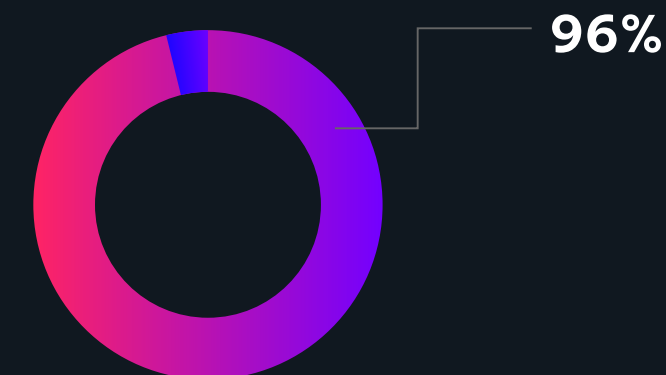**4.75%**
OVERALL IMPROVEMENT
In average agent QA score

98%
Employee retention rate

98%

96%
Customer retention rate

96%

CUSTOMER PROFILE

ABOUT
OneSource Virtual is the leading provider of services and solutions, delivered and built upon Workday. Founded in 2008, OneSource Virtual pioneered Business Process as a Service (BPaaS) and has become the leading provider of automated solutions for organizations of all sizes using Workday, delivering services with unparalleled choices, unwavering commitment, and uncompromising care.

INDUSTRY
Business process outsourcing

WEBSITE
www.onesourcevirtual.com

LOCATION
Dallas, TX

SIZE
150 agents

GOALS
- Reduce manual processes burdening post-call surveys
- Expand survey analysis into true Voice of the Customer (VoC) insights
- Improve in-call resolution and experience
- Identify both hard-skill and soft-skill areas for agent and standard operating procedure improvement

PRODUCTS
- NICE CXone
- NICE CXone Feedback Management
- NICE CXone Workforce Engagement Management
- NICE CXone Screen Recording
- NICE CXone Agent for Salesforce

FEATURES
- Extensive speech-to-text capabilities provide a verbatim readout of all key interactions
- Survey follow-up capabilities make it easier to obtain post-call feedback
- Both email and IVR surveys are available through single platform
- Automated VoC collection and analysis

Case Study

01 THE BEFORE

Surveys are available, but some assembly required

OneSource Virtual delivers employee services for over 900 enterprises that use the Workday platform, from general workforce administration to accounting and health insurance continuation. OSV's agents field a wide range of inquiries from client employees, and since its inception in 2008, the company has made a point of listening to customer feedback. This largely took the form of manual inquiries by the company's QA supervisor, who had to pull individual results and look for trends without the aid of automation or formal analysis. "We've always had feedback, but it took a lot of time to learn anything from it," said Myra Nunez, Director of Employee Services at OneSource Virtual.

02 DESIRE TO CHANGE

Improving engagement and unveiling insights

The incumbent post-call survey solution failed to deliver the expected benefits. Administering the surveys was a cumbersome, manual process. Engagement by recipients was poor. And the aggregation tools available in the survey system made it difficult to identify areas for meaningful agent improvement. OSV came to recognize that moving past simply asking for surveys and into a mindset of seeking out the Voice of the Customer (VoC) would be necessary to truly get value from post-call responses. "We needed a VoC solution to alert and support employee coaching, guidance, and recognition, but also to increase our survey responses, which were low," Nunez said.

03 THE SOLUTION

New energy, verbatim insights, and a VoC solution to build upon

As part of a larger NICE CXone implementation, OSV went live with CXone Feedback Management in 2019 to analyze over 15,000 IVR and email surveys and enhance insights into caller perceptions of agent courteousness, knowledge, timeliness, and overall caller satisfaction. Voice and screen recording through NICE CXone help QA evaluators understand why respondents reacted positively or negatively to a particular engagement. The solution automatically routes all interactions scored below 3.5 out of 4 to QA for attention. To make it easier for callers to engage in the post-call survey process, OSV uses CXone Feedback Management's auto-callback capabilities in tandem with traditional IVR post-call surveys and email options. Data and trends from CXone Feedback Management are enhanced through Power BI analysis by OSV personnel.

The resulting insights have helped OSV refine agent onboarding, understand scoring trends, and focus on targeted skill improvements for each individual agent. Verbatim responses are a key resource for both leadership and agents and are used for agent coaching as well as client program development. "Our agents are now able to see their scores and customer comments and we show our data to customers so that they can improve their behavior

toward our agents and understand our processes," Nunez said. "We were surprised by the immediate change in agent and customer behavior."

04 THE RESULTS

Higher-performing agents and clearer caller communications

In the first year of implementation, OSV recorded a 2.4% year-over-year improvement in survey scores. Overall improvement in the average agent QA score is now up 4.75%. With the additional benefit of improved staffing accuracy through NICE CXone Workforce Engagement Management, OSV has been able to align agent hours with call demand and reskill agents as needed. The QA team has further refined training and onboarding processes through the examination of low-scoring interactions as well as looking at the behaviors of top-performing agents.

Highlighting those top performers is another key component of the VoC program. An internal OSV campaign highlights and rewards agents receiving perfect scores. The combination of highly visible praise and tangible cash incentives has contributed to better first-call resolution, revised training and operating procedures, and an enhanced culture of excellence. "People want to get those good surveys. It's totally changed the morale, to use them as a recognition tool," Nunez said. "It has been

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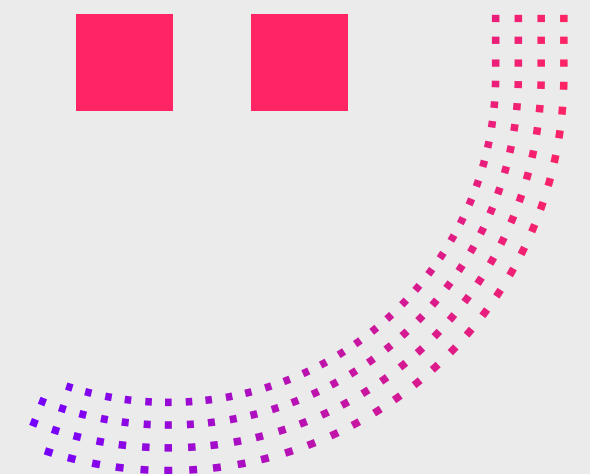
so positive from day one, and our results have been better than we expected in terms of being able to coach and train agents to improve in-call resolutions."

Retention is a key element of OneSource Virtual's success. An even stronger focus on feedback and the voice of the customer has helped the company maintain 98% employee and 96% customer retention rates.

05 THE FUTURE

Expanding a culture of improvement

OSV meets monthly with a designated NICE Technical Account Manager and NICE Customer Success Manager to review business needs and possibilities to improve and expand the use of CXone solutions inside the organization. In addition to this routine review, OSV plans to further refine and streamline caller surveys to better balance insights from freeform comments with ease of use for respondents. Additional areas for deep-dive exploration into VoC trends by OSV business analysts are also on the roadmap.

"We definitely saw results right away with CXone Feedback Management. The biggest improvement for us is being able to show our agents the customer verbatims and to discuss how well they did in their interactions. **When agents see the words coming from a customer it makes a huge difference, and it's become a great recognition tool."**

MYRA NUNEZ
DIRECTOR OF EMPLOYEE SERVICES
ONESOURCE VIRTUAL

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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