NICE

Case Study

CUSTOMER PROFILE

Leading telecommunication provider

BUSINESS NEED

Enhance operations around compliance with privacy regulations.

RESULTS ACHIEVED

- Improved operational efficiency
- Improved accuracy
- Reduced time to action GDPR requests
- Reduced time to implement regulatory changes

ON THE NICE SOLUTION

"Automating the operations through the NICE Compliance Center enables our customer to respond to RTBF requests and implement changes required by the regulator quickly, easily and accurately, now that they no longer have to make each change manually on a call-by-call basis, tasks that used to take up to two weeks are executed almost immediately. This is a huge improvement in the efficiency of the company's IT operations. In addition, the customer can be confident that their system is always up to date and ready for any request or regulator audit that may arise."

Andrzej Prajsnar
CEO
Whirly

Enhancing operational efficiency and regulatory compliance by automating processes

ABOUT THE CLIENT

Our client is a leading telecommunication operator in a European country, using state-of-the-art telecommunication solutions, including 5G technology, to develop services for its customers. With over 5 million contract customers, the company provides close to 18 million mobile telephony, pay TV and Internet services.

THE CHALLENGE

Our client's call center receives around 100,000 calls from customers a day. Strict General Data Protection Regulation (GDPR) regulations grant individuals the right to ask organizations to delete their personal data, which includes recordings of calls. When such a request is received, the organization must comply without undue delay.

In the course of a year, our client receives as many as 40,000 right-to-be-forgotten (RTBF) requests. For each such request, a search must be carried out for all recordings relating to the relevant customer, before each one can be deleted. With such a vast number of customer interactions, the manual process required to do this was extremely time consuming and somewhat error-prone, potentially exposing the company to fines, complaints and customers dissatisfaction.

Another challenge related to local GDPR regulations was regarding call retention—the length of time recording must be maintained in the company's system before it can be deleted. These regulations are prone to change by the country's Financial Supervision Commission, such that calls that are due to expire have to be identified, and their retention period must be extended. This is

another time-consuming task that was taking up the time and resources of the company's IT team.

A solution was needed that would reduce the complexities of managing RTBF requests and ever-changing retention requirements, and enable the company to operate quickly and efficiently.

THE SOLUTION

The company was already using the NICE Engage platform for its interaction recording, and was delighted when Whirly, the inmarket NICE agent, informed them of an additional offering that could help with its current challenges.

The NICE Compliance Center manages all contact center compliance needs in one location, automating processes while providing full visibility, including an audit trail for tracking different activities. It has a user-friendly dashboard that proactively helps to identify compliance gaps and take corrective actions, and can be tailored to the specific needs of the organization.

The Compliance Center includes a built-in Policy Manager that enables various actions to be taken, including deletion, retention and extraction of recordings in the event that the customer, auditor or regulator makes a request to receive a specific recording. In practice, this means that, when for example a RTBF request is received, all relevant historical calls can be deleted from the Engage recording platform at once.

The company purchased Compliance Center licenses for 2,500 agents across all the telecom companies in the group—cable tv, mobile, landline and internet.

THE RESULTS

Implementing the Compliance Center has had a huge impact on the company's operations. When a customer requests that their data be deleted, the agent tags this in the CRM, along with an instruction not to record future calls from that customer. A recurring policy is then created in the Compliance Center Policy Manager function to search for these tags and automatically delete the interactions in question, on a regular basis.

Similarly regarding retention of call files, if the regulatory requiring is increased from five to seven years, for example, a policy can be defined to automatically change the retention of all affected interactions.

By automating operations around these compliance issues, the Compliance Center frees up the IT team to focus on other tasks.

"The demand for the Compliance Center is continually evolving. Commercial organizations in Central & Eastern Europe are extremely sensitive to the need to adhere to EU privacy and security regulations, including GDPR. The country's Financial Supervision Authority itself has elected to implement a bundled NICE Recording, Analytics and Compliance Center solution. In doing so, they have set an example which other institutions in the country are now following. We were delighted to be able to support this client in overcoming their operational and compliance challenges, and continue to work to develop innovative technological solutions to meet the needs of our call center clients."

Eran Hadad
Sales Executive
NICE

NICE
Make experiences flow