**NICE**

## Case Study

# Total Administrative Services Corporation

**CUSTOMER PROFILE**
Administrative Services

**WEBSITE**
www.tasconline.com

**LOCATION**
Madison, WI; Philippines

**BUSINESS NEED**
• Reduce churn
• Improve customer satisfaction
• Increase productivity

**NICE SOLUTIONS**
• Nexidia Analytics
• Quality Central
• Workforce Management
• Value Realization Services

**THE IMPACT**
• 10% expected reduction in AHT
• $100k savings in retention efforts
• Reduced customer attrition
• Automation saving time and eliminating human error
• Increased time- and cost-efficiency of data security and technical support
• Conducted comparative analysis of CSAT score metadata and sentiment across contact center sites and counties to whole customer experience

### ON THE NICE SOLUTION

"We were sold on the ability to get the right information, without delay, identifying the drivers behind customer calls."

Gary Hartung, Manager of Operations Support Technology, TASC Online

**TASC**

# Leveraging Analytics to Improve the Customer Experience and Retain Clients

## ABOUT TOTAL ADMINISTRATIVE SERVICES CORPORATION

TASC (Total Administrative Services Corporation) provides organizations with employee benefit accounts and charity administration services. With more than 21 innovative offerings, TASC serves businesses of all sizes in all 50 US states and American embassies overseas. The company is the largest third-party employee healthcare card administrator in the United States. TASC employs 1,200 people at the company's Madison, Wisconsin campus and at remote locations, as well as 7,600 field representatives.

TASC contact centers are in Madison and offshore in the Philippines. The contact centers operate on- and offshore locations, to handle 1.3 million voice, chat, text, and email interactions related to healthcare and other employee benefits. The centers handle an additional 30,000 interactions related to charitable giving through the US government's Combined Federal Campaign.

## THE CHALLENGE

TASC was using multiple disparate system applications to handle benefit administration, due to several acquisitions the company had completed over the years. This meant a certain internal incoherence, which included inefficiencies and a lack of clarity in reporting. Moreover, quality assurance workflows were manual and involved a random sampling of calls.

There was a need to move to a single, centralized system to handle the relevant processes more consistently and efficiently.

# Case Study

The CEO of TASC, Daniel Rashke, was concerned that the company had no clear data on what was driving customer interactions, especially those that led to customer attrition. He felt this information was critical to preventing customer attrition and ensuring customer satisfaction, as well as for establishing a baseline ahead of the shift to a more centralized system for healthcare benefits administration. Therefore, Rashke identified a need for better interaction analytics, based on the big data available in the company, to guide the development of an attrition model that would help predict client churn.

In addition, with the need for greater centralization, a strategic decision was made to move much of TASC operations to the cloud. It was determined that this would reduce costs, while increasing data security and improving technical support.

## THE SOLUTION

TASC decided to examine the options NICE had to offer due to previous experience key personnel had with NICE solutions, information collected at industry seminars, and NICE's proven record of success. The decision was finalized after a proof of concept that showed NICE Nexidia Analytics had the functionality necessary to handle sophisticated queries and reports,to assist TASC in uncovering the root cause drivers of customer attrition.

Having selected NICE Nexidia, TASC leveraged the solution's analytics in several initiatives. One of them was the launch of what it calls the Universal Benefit Account (UBA), created to replace the separate and disjointed applications used thus far. There were also plans to establish cross-functional teams and to improve operational projects.

### USING THE DATA 'IN YOUR OWN BACKYARD'

Ahead of the launch of the UBA, TASC wanted to characterize its typical customer experience using hard data. With this information as a baseline, the company would be able to track the effects of its new initiative. Nexidia Analytics provided the needed data and follow-up information, leading to the development of new and more refined queries to identify call drivers. These queries made it possible to highlight changes in call types, issues raised, feedback, and mobile or web application use.

In addition, TASC uses Nexidia Analytics to examine CSAT score metadata and sentiment in a customer experience initiative called "Own Your Own Backyard." The data is used to compare satisfaction levels among customers in the county where a call center is located against the satisfaction among customers in other counties, with the goal of motivating local ownership of the results.

Aside from helping to engage employees and promote uniformity of service, Nexidia metadata and recording analytics are also being used in a major TASC customer initiative. Focused analysis of the data is used to calculate the likelihood of attrition among specific clients. As a result, TASC can better allocate resources to retention efforts, such as call-backs or even physical site visits.

### IMPROVEMENTS IN SERVICE AND IN SAVINGS

Nexidia Analytics identifies the drivers of TASC customer interactions, allowing the company to determine the volume of each call type. This in turn provides the information needed to more precisely determine what customer data should (or shouldn't) be documented for use by frontline agents.

Nexidia Analytics also eliminated much of the frontline agents' after-call wrap-up tasks. Agents need no longer manually fill in forms to record call types and other details that Nexidia identifies automatically. This has led to a more efficient use of time and resources, as well as eliminating human error, which translates into bottom-line savings.

Another source of financial benefit for TASC is the Nexidia Analytics-driven capability to more precisely and effectively combat customer attrition. With the solution's call sentiment scoring, audio files and detailed metadata, TASC saved over $100,000 in expenses that would otherwise have been necessary to extract even a measure of the detail provided by Nexidia Analytics. This is in addition to the clear savings inherent in increasing customer retention.

The move to a cloud-based solution has meant lower deployment costs, and more cost-efficient ongoing data security and technical support.

Finally, all Nexidia's analysis and automation capabilities have led to reduced average handle times for TASC contact center agents. Based on what the company has seen thus far, a full 10% AHT reduction is expected going forward.

### ONE GOOD THING LEADS TO ANOTHER

TASC personnel working on implementing Nexidia Analytics came to realize that a similar initiative was needed to replace manual quality assurance workflows. To that end, the company adopted NICE Quality Central, for end-to-end automation and insight from the entirety of a customer's journey.

Similarly, the Nexidia Analytics categories will be used to determine what calls and processes need to be evaluated by the TASC Quality Assurance teams. Going forward, the company will be progressively better positioned to ask: "How can we leverage analytics to improve customer experience?"

**NICE**

Make experiences flow