

## Case study



Open Network Exchange (ONE) empowers companies to reimagine and accelerate success through unique and powerful sales and marketing programs, fueled by ONE's global partner network and transformational technology.

### NiCE Solutions

- [NiCE CXone Mpower platform](#)
- [Interaction Analytics](#)
- [Autopilot](#)
- [Enlighten AI for Customer Satisfaction](#)
- [Enlighten AI for Sales Effectiveness](#)

### Challenge

For a major cruise brand, Open Network Exchange (ONE) helps consumers book flights and hotels, manage onboard activities as well as post-cruise travel, and more. ONE wanted to improve customer experience, create more opportunities to make targeted up-sell and cross-sell offers when customers reach live agents, and direct more post-purchase transactions to self-service options. The company set a goal to resolve at least half of the most common post-purchase inquiries through automation. With these optimizations in mind, ONE sought a new toolset to engage with agents and optimize their schedules.

### Solution

ONE's extensive NICE CXone Mpower implementation, including Enlighten XO, helped the company hit several targets for more effective and efficient interactions. Enlighten XO learns from conversational data to recognize customer needs, and develops business workflows, enabling Autopilot to resolve self-service interactions. Call volume is down 30%, call escalations are down 20%, and revenue per call is up 15%. Autopilot handles 76% of low-value installment payment calls, exceeding ONE's target by 50%. The company plans to significantly expand AI through CXone to continue improving customer experience, specifically with NICE Enlighten Copilot to assist agents in real-time.

## 4-5 Hours



Time saved per supervisor per week through Enlighten AI analysis



**We knew that leveraging Enlighten XO would automate various payment processes and deflect calls, but I wasn't expecting to exceed our goals! Enlighten AI has fundamentally transformed our company's operations.**

**Ryan Romero**

Senior Vice President of Global Technology Strategy and Innovation  
Open Network Exchange

### Great stats:



**76%**  
post-purchase transactional contacts resolved with self-service

**30%**  
reduction in overall call volume

**20%**  
decrease in call escalations resolution

