

Case study



FedPoint Elevates Customer Experience with Scalable Insights from CXone Mpower

FedPoint delivers benefits administration and customer service to millions of federal employees, military retirees, and their families. After selecting NiCE CXone Mpower as a scalable, FedRAMP-authorized platform, FedPoint implemented a phased approach, first replicating critical operations and then layering on powerful AI capabilities. The centerpiece of the company's customer service evolution is CXone Mpower Interaction Analytics, which provides actionable insights that improve customer satisfaction, agent training, IVR containment, and more. Today, FedPoint's contact center is more agile, intuitive, and aligned with what federal beneficiaries really need.

97% to 98.35%
increase in CSAT



7% Improvement
in IVR containment during
open enrollment



10% Increase
in agent QA scores
(from 77.5% to 87.1%)



-20 second ASA
in average speed of
answer (ASA) from
35 to 15 seconds



3% Increase
in agent graduation rates
(from 77% to 80%)



8% Increase
in callers successfully
self-served



500,000 Calls
handled during
open enrollment
(in just 4 weeks)



Customer profile

About

FedPoint provides digital benefits marketplaces and administration services for millions of active and retired federal and military customers.

Industry

Insurance Marketplace
Administration

Website

www.fedpointusa.com

Location

Portsmouth, NH

Agents

200 year-round /
up to 1,500 seasonal

Products

- CXone Mpower platform
- Interaction Analytics
- Quality Management
- Feedback Management
- Workforce Management (IEX)

Goals

- Maintain world-class customer satisfaction during peak periods
- Improve self-service and call containment
- Streamline agent training and QA
- Gain deeper insight into caller needs and agent effectiveness

Features

- FedRAMP compliant
- Omnichannel interaction capture (voice, chat, email)
- Real-time sentiment and behavior analysis
- Root cause and trend detection
- AutoDiscovery of emerging issues



01 Before

Legacy tools under pressure during peak demand

Before implementing CXone Mpower, FedPoint's incumbent platform was reaching a critical inflection point. The company needed a FedRAMP-authorized cloud solution with modern scalability, security, and uptime to support a busy seasonal contact center contact center that swells to as many as 1,500 agents during the U.S. government's open enrollment period.

"Our primary goal was to make sure we could keep doing our business effectively by scaling up and scaling down," said Steve Hutcheon, Director of Client Services at FedPoint. "We called this effort 'crossing the bridge.'"

The first phase of that bridge meant migrating existing call center functions—including quality assurance, reporting, feedback management, and workforce management tools—without disruption.

02 Desire to change

From great service to truly effortless experiences

With its new platform successfully launched, FedPoint turned its attention to deeper transformation. The challenge: how to evolve from excellent to exceptional as customer expectations grew more complex.

The company had long stood out in the benefits administration space due to its industry-leading CSAT scores, which consistently exceeded 97%. Preserving and building on

that service advantage became the driving force behind its next investment. "We had world-class customer satisfaction scores," Hutcheon said. "Our focus was: How do we keep that level of service while also making it easier for customers to do business with us?"

The answer came in the form of continued investment in its contact center, this time via CXone Mpower Interaction Analytics. The solution uses AI to analyze every customer interaction, surfacing sentiment, trends, and root causes to improve CX, reduce costs, and guide smarter decisions.

03 NiCE solution

AI-powered insights across every interaction

FedPoint launched its customer experience transformation initiative with Interaction Analytics as the engine for insight. Rather than assigning the solution to a single team, they created a "center of expertise"—an informal group that met biweekly to explore queries, share learnings, and spot patterns in the data. "We started by simply asking: Who's calling, why, and what can we learn from that?" Hutcheon said.

FedPoint's center of expertise quickly surfaced a range of opportunities across the business. Within the first few months, the team identified several key use cases that delivered measurable impact. It was discovered that nearly one-third of incoming calls routed to agents were eventually being transferred to external carriers. By updating IVR paths and enabling direct transfers, FedPoint improved containment and freed agents to focus on more complex interactions.

Interaction Analytics revealed that industry jargon in both IVR and web content confused customers. Replacing internal terms like "member ID" with common phrases like "dental card" led to a meaningful improvement in navigation and satisfaction.

The team used analytics to identify complex and frequent call types and used these insights to update training materials, job aids, and QA scorecards. As a result, agent performance scores and graduation rates rose significantly.

FedPoint began using sentiment and frustration scores to flag unresolved calls and identify high-stakes conversations, especially in sensitive areas like long-term care. These insights helped improve soft skills coaching and agent empathy.

Targeted queries flagged risky language around credit and debit card use. One alert surfaced on Day One of open enrollment that was ultimately a false alarm, but one that demonstrated the power of real-time risk detection. FedPoint has since expanded this model to other teams, including claims. "The system's ability to detect high-risk behavior in real time reinforced its value," Hutcheon said.

FedPoint also leveraged Interaction Analytics in conjunction with NiCE Workforce Management (IEX). By quickly identifying changes in call volume and handle time, the team was able to modify staffing strategies without overcorrecting. Using IEX WFM and Personnel Planner, FedPoint was able to revise schedules every two weeks, make informed seasonal hiring decisions, and offer real-time voluntary time off when volume dipped—all based on real data, not assumptions. "We've been able to manage our staffing relative to the volumes we're seeing now," Hutcheon said. "That flexibility has helped us stay lean while maintaining service quality, even as day-to-day needs shift with our government partners."





Feedback Management is also used to conduct automated customer feedback surveys to measure agent knowledge and CSAT. It allows FedPoint to monitor both direct feedback from customers and indirect feedback measured by Interaction Analytics to ensure a complete picture of the customer experience is captured.

04 Results

Faster answers, stronger agents, smarter service

Within a year of launching Interaction Analytics, FedPoint saw quantifiable improvements across multiple KPIs. The IVR containment rate during open enrollment rose from 28.5% to 33.9%, freeing up agents for more complex issues.

The customer satisfaction rating, already world class, climbed to 98.35%. Answer speed improved dramatically, from 35 seconds to 15 seconds, and call center service level rose by 4%. Agent performance also improved, with QA scores increasing from 77.5% to 87.1% and agent graduation rates improving by 3%.

“We drove huge customer satisfaction improvements and cost savings and made FedPoint a better organization with far less investment than I think we had intended or expected,” Hutcheon said. “We’re really at the tip of the iceberg. We’re starting to turn these analytics into truly actionable metrics.”

05 Future

Analytics that fuel continuously evolving CX

FedPoint is treating its use of the CXone Mpower platform as an ongoing initiative, not a one-time project. With AutoDiscovery surfacing hidden trends, FedPoint continues to iterate on IVR language, scripting, training, and communication materials.

“It’s not set-it-and-forget-it,” Hutcheon said. “This is a continuous loop of learning.”

AI and automation are playing a growing role in the company’s forward-looking CX strategy. With quantifiable success behind them, the team is now using analytics to shape its next wave of technology decisions.

“NiCE is helping us determine our roadmap,” Hutcheon said. “Now we have some real quantifiable data that if we start to build these AI services, we can make the complex less complex and really get a sense of how we want to build this roadmap over the next two or three years.”

“

We very quickly identified opportunities to reduce call duration, reduce call volume and improve customer experience. It was much easier than I expected, and we’re able to meet customers where they want to be rather than where we tell them to be.

Steve Hutcheon
Director of Client Services, Fedpoint

About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE’s platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

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