

## Case study



Clearlink is a technology company specializing in customer acquisition across various home service verticals such as TV, Phone, internet, home security, and medical insurance. Its mission is to seamlessly connect customers with the services they need while providing exceptional customer experiences.

**Industry:** Customer Acquisition Marketing

**Website:** [www.clearlink.com](http://www.clearlink.com)

**Location:** Draper, UT

**Size:** 500 agents

### Great Stats

#### Risk reduced

Improved recording and compliance tools preserve trust with corporate customers

#### Shorter resolution

AHT and wait/hold times are both lower

#### Productivity gains

Clearlink realized higher agent utilization and increased call throughtr

#### Recording costs reduced

Custom in-house call storage moderates costs of compliance recordings

### NiCE Solutions

- CXone Mpower platform
- Interaction Analytics

### Challenge

As a customer acquisition specialist firm, Clearlink's business is subject to both seasonal and long-term fluctuations, so contact center scalability and flexibility are key. Migrating from conventional contact center systems to NiCE CXone provided several capabilities for advanced routing and API integration with several alternative systems that Clearlink needed to execute its core business effectively. However, the agent-facing client experience was showing its age. Clearlink wanted to refresh the agent experience without compromising on its mission.

### Solution

Working with NiCE, Clearlink migrated to the cloudbased CXone platform and boosted performance in several key areas. Streamlined workflows and improved automation reduced time spent on repetitive tasks, which in turn lowered AHT and improved agent utilization and call throughput. Several new KPIs can be monitored in real-time and used for data-driven decisions, and video chat support is now available in addition to traditional voice contact. Clearlink expects to apply NiCE natural language processing capabilities to the UserHub experience in short order.

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We've evaluated other players over the years. **NiCE CXone has been with us every step of the way**—as we've grown, shrank, and gotten bigger again, scaling with us each time. **NiCE has been a great partner every time we've needed new technology or services.**”

Jason Webster,  
Director of Telephony,  
Clearlink

