

Case study



HireRight realizes a “huge win” with NiCE CXone Feedback Management

As one of the world’s largest providers of background check services, HireRight is committed to helping organizations of all sizes efficiently implement, utilize, and refine their background screening programs. To ensure that it gets the employment screening process right, every time, HireRight was looking for a complete and integrated holistic Voice of the Customer (VOC) solution able to drive performance outcomes in the contact center as well as across the entire organization. Implementing NiCE CXone Feedback Management enabled HireRight to make customer satisfaction (CSAT) a priority across the organization.

21% increase
in NPS among top tier clients

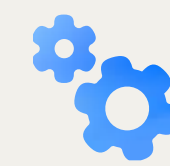


Among customer quality program clients:

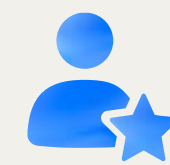
55% increase
in overall satisfaction



32% realized an improvement
in issue resolution



45% reported an increase
in agent professionalism



36% increase
in NPS



Customer profile

About

HireRight provides comprehensive background screening, verification, identification, monitoring, and drug and health screening services for more than 40,000 customers across the globe. HireRight offers services via a unified global software and data platform that tightly integrates into their customers’ human capital management systems enabling highly effective and efficient workflows for workforce hiring, onboarding, and monitoring. In 2020, HireRight screened over 20 million job applicants, employees and contractors for its customers.

Industry

Pre-employment screening

Website

www.hireright.com

Location

Headquartered in Nashville, TN

Agents

Approximately 600 agents using NiCE solutions worldwide

Products

- CXone Mpower platform
- Feedback Management

Goals

- Leverage comprehensive CX platform
- Reduce manual processes
- Improve CSAT
- Inform service improvements

Features

- Provide in-depth analytics and benchmarking capabilities to drive actionable insights.
- Gain detailed feedback from customers to enable the business to improve performance.



01 Before

Highly manual VOC processes

HireRight's VOC programs were highly manual; the company had little insight into contact volume, and surveys were distributed via email and tracked using a spreadsheet. Leaders and managers were challenged to empower teams with formal performance feedback and found it difficult to harness data to drive process and service improvements.

02 Desire to change

Looking for a unified CX solution

HireRight's leadership team wanted to deliver a modernized customer experience (CX), which would require a more robust view of business intelligence and an understanding of where there were opportunities to improve. As it evaluated CX solutions, HireRight was looking for an off-the-shelf platform with all of the capabilities needed to run a world-class contact center. HireRight chose the NiCE CXone platform, the leading cloud customer experience platform, because of its robust feature set and comprehensive capabilities, including CXone Feedback Management.

03 NiCE solution

Understanding the root cause of complaints

HireRight approached implementation of CXone thoughtfully, one step at a time. The company started using CXone Feedback Management to provide statistical support to its account management team through a Salesforce integration

with Tableau. This solution allowed line of sight and self-service access to customer-specific satisfaction data from the account management perspective.

Next, the company began to use survey feedback in its Customer Quality Program, which focuses on identifying customers with a higher volume of customer service interactions and uncovering the root cause of their issues. CXone Feedback Management proved its value with the very first use—a client that was complaining frequently about its drug screening process. Client-specific processes related to drug screening were buried in the client guidelines used by HireRight's customer service agents. After learning that this was the root cause of the client's complaints, HireRight moved the information up, displaying it more prominently for agents to reference with ease. CSAT jumped significantly as a result, from under 10 to nearly 80.

“

It has been a huge win for us— being able to really figure out and track not just that people weren't satisfied, but why, and being able to look at it in a meaningful way. We're not just getting a bunch of data, we're using that data to build a better organization.

Jane Dellinger
Global Quality Supervisor
HireRight

The next step was to automate how HireRight's supervisors review and follow up with detractors. By tracking a wide variety of information—Was the detractor a client or an applicant contact? What was the detractor root cause? What was the true reason why they provided a less than favorable response?—HireRight can now identify needed improvements and track the effect of any remediation on CSAT.



04 Results

Building a better organization

CXone Feedback Management has allowed HireRight to connect response information and Net Promoter Score (NPS) data directly to specific process and service gaps and track the effectiveness of process changes and improvements. In the first year of implementation, HireRight realized a 21% increase in NPS among its top-tier clients and was able to understand which client satisfaction improvements contributed to the gains.

HireRight realized similar success across clients included in its Customer Quality Program. Over the course of nine months, 55% of those clients realized an improvement in overall satisfaction, 45% realized an increase in satisfaction with agent professionalism, 32% realized an improvement in issue resolution, and 36% had an increase in NPS.

CXone Feedback Management also provides another data point—a non-punitive one—to help agents understand their performance.

“We can now share what the customer thinks about our performance overall and, in some cases, their performance as individuals,” said Todd Baxter, chief services officer at HireRight. “It’s incredibly powerful, very meaningful and tells the whole story about them, putting them at the center of the story.”

05 Future

Expanding to overseas markets

CXone Feedback Management has enabled HireRight to increase visibility into CSAT metrics and drivers across the organization. Future plans include expanding use of the solution to other markets to drive improvements across the globe.

“Now, CSAT is one of the top five organizational focuses,” said Janie Dellinger, global quality supervisor at HireRight. “CXone Feedback Management has given additional visibility to those outside of customer service to be able to not just promote a better score but also really line up the ability for improved service and then measure it. It’s now an expected piece of what our go-to-market team uses and what C-level executives review.”



We are able to utilize the data and break it apart, in ways that are meaningful to us as an organization, to improve service, which is obviously the No. 1 goal, but also show our executives and other people within the business that what we’re doing is working.

Jane Dellinger

Global Quality Supervisor
HireRight

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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