

Case study

Ortho|Banc.

OrthoBanc Contact Center
Gains Efficiency and System
Stability with CXone

OrthoBanc offers complete account management for
orthodontists and dentists.

Website: www.OrthoBanc.com



NiCE Solutions

- CXone Mpower Platform
- Outbound dialer
- Omnichannel Routing
- Quality Management
- Workforce Management
- CXone Performance Management

Results Achieved

- Improved call quality
- Boosted agents' productivity
- Improved system stability and reliability
- Increased agent engagement
- Increased service levels

Customer profile

About

OrthoBanc helps busy orthodontists and dentists focus on patient care rather than worrying about the mundane details of collecting payments. OrthoBanc partners with these health care providers to process and manage patients' monthly electronic payments. OrthoBanc's contact center employs 28 agents who answer inbound queries from both orthodontists and their patients. The majority of calls come from "responsible parties" (commonly parents paying for their children's orthodontic treatments) and often include requests to modify payment plans, such as changing a payment method or date. OrthoBanc offers its customers multiple channel options, including phone, email and chat. Call volumes tend to spike around four typical dates each month (the 5th, 12th, 19th and 26th), when OrthoBanc processes customers' electronic payments.

Challenge

OrthoBanc's previous system was unreliable with an extreme amount of system downtime. "It was frustrating how often it was down. It definitely impacted our agents' ability to help customers," says Matt Sigler, Customer Service Manager at OrthoBanc. "Another issue was that we couldn't reconcile numbers for reporting purposes," explains Matt. "It was frustrating to run different reports and not have the numbers match up. We couldn't trust the information." Unreliable data meant OrthoBanc had no easy way to give agents insight into their performance. "The reporting wasn't accurate, so we couldn't easily share data with our agents," he says.

Call quality was also poor. "We constantly had issues with calls going in and out, static and voices sounding distant," says Matt. "The poor call quality made it very difficult for our agents to service customers."

The extreme downtime was the final straw, however. "It was the deciding factor in looking for a new contact center platform," says Tina Mead, Chief Operating Officer at OrthoBanc.

Solution

OrthoBanc needed a reliable, stable cloud contact center platform that would positively impact the customer and agent experience. After sending out RFPs to three potential vendors, consulting with Gartner analysts, and reviewing capabilities and costs, OrthoBanc selected NiCE CXone because of its stability, scalability and deep functionality.

Opportunities Identified

Stable system and high call quality

With CXone, OrthoBanc immediately had a more stable contact center system—and an improved customer experience. "Our call quality is far better," Matt says, "which makes it easier



for agents to service customers. We no longer have constant call quality issues, because we're using NICE CXone for our long distance, inbound and outbound calls."

OrthoBanc also finds CXone to be more user friendly than the old system. "We're using CXone Workforce Management, which has really improved our forecasting and scheduling," explains Matt. "The agents enjoy Workforce Management, because they can view their schedules and queues on their phones."

CXone enabled OrthoBanc to start a work from home program for its agents. If inclement weather occurs, agents can work remotely—they need only an internet connection and a browser to log in to CXone from any location. As a result, service levels are less likely to be negatively impacted if poor weather or a service outage occurs.

Driving high performance with dashboards

OrthoBanc's confidence in the reports has jumped tremendously since using CXone. "Previously, we would pull reports for different time periods and the numbers never made sense," says Matt. "The data didn't match up, and it was a constant, timeconsuming battle to sort it out."

OrthoBanc is now using CXone Performance Management, and the gains have been tremendous. CXone PM is a breath of fresh air," says Matt. "We trust the statistics we're getting from CXone PM because it makes sense. We no longer need to scratch our heads and figure out which numbers are correct."

OrthoBanc also utilizes inView to give agents near real-time insights into their performance. "We use wallboards (large TV screens) in our contact center to display important metrics. The wallboards are very customizable, which I love. I can display key metrics, such as listing the top five agents handling the most inbound calls. I plan to add avatars for the agents to further personalize the experience," says Matt.

CXone Performance Management also plays an important role in motivating agents to focus on performance. "I'm using the wallboards to display service levels, inbound call volume and

average talk time for each of our three skills. Part of the agents' bonus plan is tied to meeting our monthly service levels as a team—if they satisfy those goals, everyone receives an additional amount with their quarterly bonus."

OrthoBanc now has a stable contact center platform for delivering outstanding customer service. "Our service levels improved with CXone," says Tina. "The frequent downtime we had with our old system and poor call quality were frustrating. Using a stable solution like CXone has driven many improvements at our contact center."

In addition, OrthoBanc values the technology and support it receives from NICE CXone. "CXone is on the cutting edge of technology," says Tina. "We're excited to keep moving forward with NICE CXone's new and innovative solutions."

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Customer Service Manager,
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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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