Case study

Plating perfection—serving superior CX with CXone Supervisor

Founded in 1999, Mom's Meals has supported more than 1,000 organizations with value-conscious ready-made meals. Today, the company delivers over 60 million meals a year nationwide, from its comprehensive menu of over 60 nutritionally-complete meals, designed by chefs and registered dieticians to support nine chronic conditions and promote general wellness.

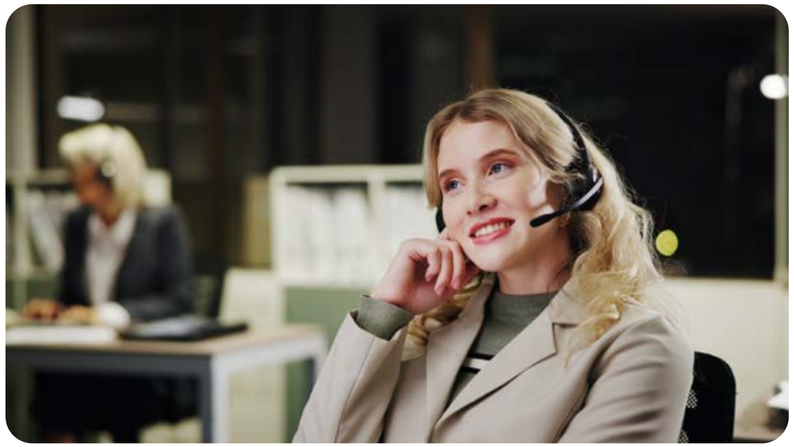
Orders can be placed online or over the phone. The Mom's Meals call center, staffed by 400 agents, handles 95,000 outbound calls and 44,000 inbound calls each week. With such high activity levels, supervisors faced challenges in overseeing calls and troubleshooting agent performance issues promptly. Additionally, the wide array of tools available to them were fragmented across different solutions, making their work disjointed. Upgrading to CXone Supervisor proved to be the answer, centralizing tools into one workspace and providing real-time insights, interaction monitoring, and behavioral guidance.

Up to 18%
(12 sec) decrease in AHT

35% improvement
in unavailable time

40% reduction
in holds overall

9% more
interactions per FTE per hour



Customer profile

Industry
Food & Beverage

Website
www.momsmeals.com

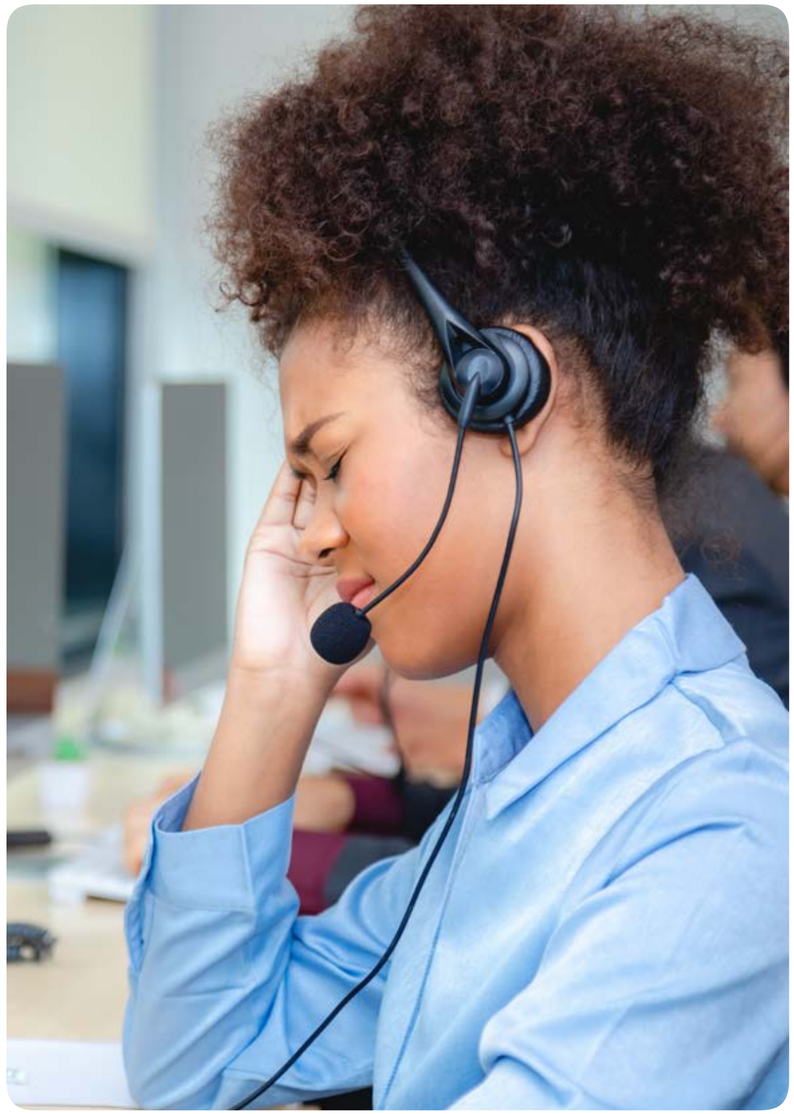
Location
HQ—Ankeny, Iowa, United States

Agents
2,200+ employees, 400 call center agents making 95,000 outbound calls and taking 44,000 inbound calls week

Products
- CXone Mpower platform
- Supervisor

Goals
- Reduce number of tools used by Supervisors
- Enable Supervisors to focus where they are needed most
- Facilitate real-time coaching
- Reduce time spent 'scanning the queue' to avoid SLA risks

Features
- Single dedicated solution, with the full range of management tasks aggregated in one workspace
- Real-time live insights
- Interactions monitoring for voice and digital channels
- Real-time agent coaching



01 Before

A challenging job

Various factors contributed to the complexity of the supervisor role at the Mom's Meals call center. The first was the increasing number of interactions which, while excellent for business, increased the workload of both agents and supervisors.

Secondly, while a wide variety of tools and techniques were available to support supervisors in the wide range of tasks they were required to do, this actually complicated matters by requiring them to switch between different systems and technologies.

What's more, none of the systems in place gave supervisors the ability to coach agents in real time, as calls were going on. As a result, coaching for quality often happened well after the call had ended, reducing its effectiveness.

"Due to the many agents under each supervisor's responsibility, it was difficult for them to focus their attention where it's needed most," says Allison Schmidt Workforce Management Analyst at Mom's Meals. "They tended to waste time scanning the queue to avoid SLA risks—a task that was especially important given constantly-growing customer expectations."

02 Desire to change

The challenge of change

Change on such a scale can be challenging, and the Mom's Meals leadership team was hesitant to adopt a new solution having recently become comfortable with the legacy solution it was using. However, the legacy solution itself was at its end-of-life stage, so the upgrade to CXone Supervisor was inevitable.

To facilitate the transition, the company's Workforce Management team prepared standard operating procedures for supervisors and conducted multiple training sessions to help staff get on board.

"It was clear that the new CXone Supervisor brought more to the table, including convenient features and capabilities that we knew our agents and supervisors would love, given the chance," says Allison.

03 NiCE solution

Answering agents' needs

The new CXone Supervisor application provides a comprehensive range of features and benefits that reduce and streamline a supervisor's workload. The one-stopshop centralizes tools and data in a dedicated workspace, catering to all their daily management needs. Real-time analytics enable smarter decision-making when assisting agents with challenging customer interactions. Insights provide a bird's eye view of agents, contacts and queue metrics, with real-time widgets that make it easy for supervisors to take necessary actions. In-app alerts regarding sentiment and agent states help supervisors focus on and address issues as they arise. Similarly, real-time monitoring enables supervisors to also coach agents, join a call or even take over interactions when needed.

"CXone Supervisor provides the answer to many of the problems or questions that our supervisors were raising," says Allison. "It didn't take long to gain the confidence of our leadership, and supervisor buy-in was fast once they saw the benefits."

04 Results

Great results across the board

Since implementing CXone Supervisor, the Mom's Meals contact center team has seen impressive results. Average call handling time has dropped by up to 18 percent, and overall holds have dropped by 40 percent. A 35 percent improvement in unavailable time means not only that more work is getting done, but also freeing up time for additional training, meetings, and other initiatives that benefit the company.

"With our leaders utilizing Supervisor, we have seen a positive trend in our productivity," says Allison. "Our agents are taking more phone calls per hour. From our peak in July, we are having 13,000 fewer hold events. needed something to make us more efficient and to support our leaders to keep their agents doing the work that is needed. By implementing Supervisor, we were able to bring our metrics back up to an acceptable working state and on the upward trend to continued success."

05 Future

Optimizing success

As Mom's Meals' supervisors learn to navigate through CXone Supervisor, the company's Workforce Management team continues to provide ongoing support. Maintaining open dialogue with both supervisors and agents allows them to quickly address any knowledge gaps, ensuring the solution is used to its fullest potential.

"Our goal is to optimize use of CXone Supervisor," says Allison. "To this end, we invest in monthly training with leaders to demonstrate tool utilization, onboarding training for new employees, and feedback sharing so that we can troubleshoot any issues that may arise during this adjustment period. And of course, when in doubt, NiCE is always available to help."

> "With our leaders utilizing Supervisor, we have seen a **positive trend in our productivity** and our agents are taking **more phone calls per hour, no matter the type of call.**
>
> Being able to view handle time, ACW, HB, etc. helps me make sure I'm able to **message those representatives directly** when we're in crunch mode, or listen in to a longer call to **see if they need any assistance.**

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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