

Case study



Coastal Waste & Recycling Boosts Contact Center Performance by 10% and Reduces Unproductive Time by 20%

Coastal Waste & Recycling operates multiple contact centers supporting customers across Florida, Georgia, and the Carolinas. As call and email volumes grew, leaders saw an opportunity to modernize operations - eliminating manual reporting, improving accountability, and empowering agents through real-time visibility. The company implemented Performance Management, Quality Management, and Workforce Management to unify data across channels, automate dashboards, and drive engagement through gamification.

The results were transformative: a 20% reduction in unproductive time, 10% improvement in performance, and 100% unified visibility across teams. Coastal Waste now runs a data-driven contact center built on clarity, accountability, and continuous improvement.

20% drop

in unproductive time, as custom metrics and dashboards reveal productivity gaps



10% increase

in overall performance, with unified data driving accountability and improvement



85% to 95%

increase in handle rate due to enhanced call handling efficiency



0 emails

left in queue, thanks to full visibility and task ownership



Hours to seconds

for reporting, as supervisors instantly access data that was once tracked manually



100% unified

visibility, with agents, supervisors, and executives all seeing the same KPIs



Customer profile

About

Coastal Waste & Recycling is a leading waste management company serving over 450,000 residential, commercial, industrial, and municipal customers. Its contact center handles more than 1 million service-related contacts per year.

Industry

Waste Management & Recycling

Agents

130+

Website

www.coastalwasteinc.com

Products

- Performance Management
- Quality Management
- Workforce Management

Goals

- Eliminate disconnected reporting and manual QA
- Gain unified visibility across channels
- Improve accountability and agent engagement
- Reduce unproductive time and improve performance
- Empower data-driven decision making

Features

- Prebuilt and customizable data integrations
- Dashboards with drillable hierarchies for full visibility
- Enterprise-wide performance data in one consolidated view
- Aligned goal-setting across teams and roles
- Personalized scorecards with transparent performance expectations
- Trend and gap analysis to quickly identify bottlenecks and opportunities
- Personalized coaching and gamification to strengthen agent performance
- Power BI integration for visual performance tracking

Headquarters

Boca Raton, Florida





01 Before

Disconnected tools, limited visibility and growth

Before implementing NiCE's CXone solutions, Coastal Waste & Recycling's contact centers operated with multiple, unconnected systems. Phone data lived in one tool, emails in another, and QA was managed manually via Excel. As a result, supervisors spent hours piecing together reports that were already outdated by the time they were shared.

"We had the information we needed, but no clear overview," says Dustin Meadows, Market Area Customer Experience Manager,, Coastal Waste & Recycling. "The lack of data integration made it impossible to track agent productivity, understand bottlenecks, or identify coaching opportunities. Leaders knew there were performance issues, but had no visibility to diagnose them."

02 Desire to change

Scalability and accountability at the heart of transformation

As Coastal's customer base expanded across Florida, Georgia, and the Carolinas, call and email volumes soared. The company needed a way to scale without losing visibility or control. Its leadership set out to create a data-driven culture where every agent understood their goals, and every supervisor could measure success in real time.

The contact center set out to establish a single source of truth for all performance metrics, supported by dashboards for both agents and leaders. The team aimed to achieve measurable accountability without relying on manual reporting, and needed

a flexible platform capable of supporting custom KPIs tailored to their operations.

03 NiCE solution

Custom dashboards, unified data, and gamified engagement

Coastal partnered with NiCE to implement Performance Management, Quality Management, and Workforce Management solutions, which connected every channel and automated data visibility.

The key capabilities deployed included a Custom Agent Performance Score (APS) - a unified metric that combines 26 KPIs covering quality, punctuality, and output. In addition, automated dashboards, which are refreshed daily, provide visibility for both leaders, supervisors and agents. Custom productivity metrics can also be built, enabling the creation of tailored formulas to track unproductive time, late arrivals, and call-outs. Gamification and leaderboards boost motivation and engagement, fostering healthy competition and accountability. Finally, automated dashboards are delivered daily to the leadership team, enhancing executive reporting and ensuring full transparency across the organization.



04 Results

Higher performance, unified visibility, and stronger engagement

Since implementing NiCE Performance Management, Coastal Waste has achieved a transformation that is both measurable and cultural.

Operational impact has been substantial. Overall performance improved by over 10% within just a few months of adoption, while unproductive time decreased by 20% thanks to targeted accountability metrics. Handle rates rose from 85% to consistently above 95%, and email backlogs - once in the hundreds each day - were completely eliminated, with every message now handled daily.

Leadership efficiency has also reached new levels. Supervisors who once spent hours compiling reports can now access accurate data in seconds. Performance Management dashboards provide a snapshot of both team and individual performance, allowing leaders to make informed decisions faster.

Finally, agent engagement has strengthened dramatically. Agent dashboards empower agents to track their own progress, while gamified leaderboards and recognize and reward top performers. Shared metrics have fostered a culture of collaboration, trust, and ownership, ensuring everyone is aligned around the same data-driven goals.

“At the agent level, the system has created personal accountability and the motivation to improve,” says Dustin. “We have staff who initially ranked lowest in the performance score, but improved from red to top-five status after using Performance dashboards daily to self-coach.”

05 Future

Expanding gamification and preparing for AI-driven workflows

Building on the success of its Performance Management implementation, Coastal Waste is now focused on expanding engagement and preparing for AI-driven workflows. The company plans to broaden its gamification and marketplace rewards to encourage daily participation and motivation among agents. It also intends to extend Performance Management capabilities beyond the contact center, bringing the same data-driven visibility to back-office functions such as billing and cash application. In parallel, Coastal Waste will explore NiCE Expert and Copilot to introduce AI-powered coaching, process automation, and even greater operational intelligence.



Performance Management changed everything for us,” says Dustin. “Now everyone - from agents to executives - sees the same data, and that clarity drives performance.

Dustin Meadows,
Market Area Customer Experience Manager

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.

www.nice.com

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