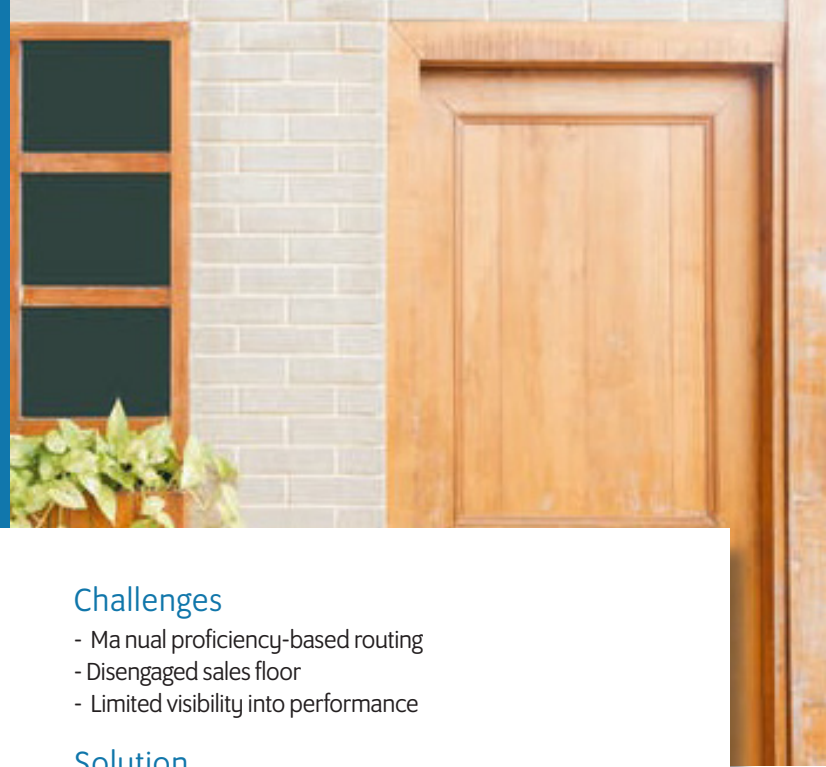


Case Study

CXone Performance
Management
(Automated Proficiency
Based Routing)

updater



Customer

Updater is an app that helps consumers organize and complete moving-related tasks on one intuitive platform.

Industry

Application and Network Services Industry

Website

<https://www.updater.com>

Challenges

- Manual proficiency-based routing
- Disengaged sales floor
- Limited visibility into performance

Solution

NICE inContact CXone Performance Management and Automated Proficiency Routing

Updater Ensuring Customer Service Excellence

Updater partners with trusted brands in the moving industry to sell subscription services that make the process of moving easier. It has four contact centers, three of which are run by BPOs. During peak season, Updater employs 500 agents and has up to 300,000 calls per month. In the off-season, they typically have 300 agents.

For companies like Updater, guaranteeing an excellent customer interaction relies on ensuring customers' needs are handled by the best available agent. This is done through proficiency-based routing, which is a strategy contact centers use to assign calls to the best agent rather than the agent who has been waiting the longest.

It was a manual process for Updater to calculate who its best agents were and adjust the skill level of each agent within its ACD. Doing such manual routing gave supervisors a constant headache.

Updater knew that they needed a better process to ensure customers were being handled by the best possible agents.

Automating Proficiency Routing

CXone Performance Management's automated proficiency routing capability was the answer. Initially, Updater started using CXone PM as a tool to view all disparate data in one place. Once they realized the power behind aggregating their data, building the calculations to ensure automated proficiency-based routing became simple.

Using strategic business rules and robust API's, CXone PM pushed newly calculated stack rankings into Updater's phone system and made those changes automatically.

Updater handed off the burden of proficiency-based routing to CXone PM, and has been able to save valuable time by eliminating manual, tedious processes. Since CXone PM ensured Updater's customers were being assigned to the best possible agents, they have seen a 10% increase in order conversion rate.

Updater's customers are happier because they are communicating with the best possible agent, and agents are happier because they are handling calls based on their skill level.