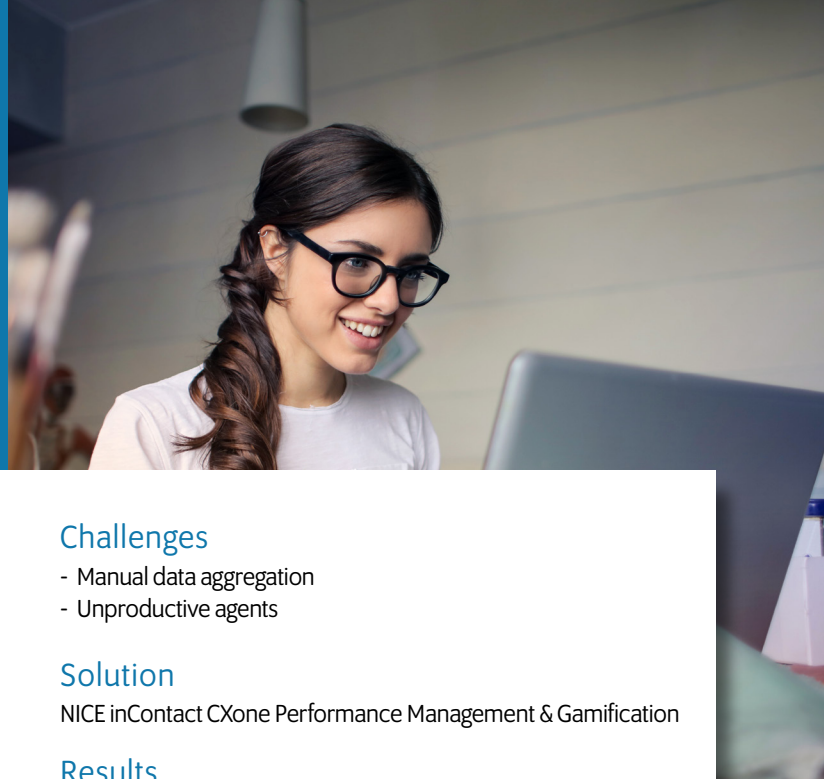# Case Study

CXone Performance Management

CHECK INTO CA$H

Customer
Check into Cash is a financial services retailer with more than 1000 stores in the United States.

Industry
Financial Services

Website
checkintocash.com

Challenges
- Manual data aggregation
- Unproductive agents

Solution
NICE inContact CXone Performance Management & Gamification

Results
- 68% reduction in after-call-work (ACW)
- 40% reduction in average-handle-time (AHT)

Check Into Cash Empowering its Contact Center

Check Into Cash is a national leader in direct lending. It provides customers with affordable, short-term, small dollar credit solutions and offers an array of other financial services.

Check Into Cash managed contact center performance through Excel spreadsheets and manual engagement tactics. Supervisors spent hours manually aggregating reporting, which left them little time or energy to manage key performance indicators (KPIs) like after-call-work (ACW) time. Agents were spending time in unproductive states while the call queues reached new highs.

Check Into Cash deployed CXone Performance Management and Gamification with the intention to improve performance and engagement across the contact center.

Gamification rules were built to incentivize agents to not waste time in unproductive states.

Measuring in Real-Time to Succeed

Now Check Into Cash contact center leaders have the tools to succeed, and employees have real-time feedback on performance, which has led to increased productivity among agents. Telephony Engineer Sean Purdy said, *"Thanks to CXone PM, our team-leads are driving change while maintaining an excellent customer experience. Pulling, scheduling, and sending reports is easier. Having this centralized location enables us to spend valuable hours coaching agents and improving our overall processes."*

Team-leads can coach with a more hands-on approach. **"Instead of planning for 30-minute meetings to review multiple reports with agents, our team-leads are visiting agents' desks and reviewing the shared dashboards in real-time,"** said Purdy.

CXone PM has been the driving force behind exciting results at the contact center. They have seen a 68% reduction in ACW, which has resulted in a 40% reduction in AHT.