# Case Study

**CXone Performance Management** | **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 Contact Center Embracing Big Dreams

Updater partners with trusted brands in the moving industry to sell subscription services such as insurance, home security, utilities and more, with the goal to to make the process of buying subscription home services easier. It's an Omni-channel commerce platform that directly integrates with a growing portfolio of Fortune 500 service providers.

Updater has four contact centers, three of which are run by BPOs. They are located in the United States, India, Dominican Republic and Belize. 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.

Updater's call center reporting was a manual and tedious process. This hindered Updater from making timely decisions to improve performance. Because of this, the Updater team felt like they weren't true owners of their data. Teams inside the call center desperately needed increased visibility into daily performance, and personnel beyond the walls of

the call center needed it too. Therefore, the Updater team was ecstatic to discover CXone Performance Management (PM) as a solution to their challenges.

CXone PM is a comprehensive performance management tool that aggregates data in real-time. It displays the data on intuitive dashboards that can be customized, shared, and subcsribed to company-wide.

## Creating an Agile Environment

For Updater, real-time reporting felt like a pipe-dream, but they knew it was impossible to create positive change in their call center without it.

Since they discovered CXone PM, they have been able to make that dream a reality by giving agents, supervisors and executives real-time insights into sales and operational KPIs.

With real-time, relevant data being delivered to the right people, the organization is able to stay agile and make timely decisions.

Managers are able to get the right information to accurately manage queue's, as well as staff, train, and motivate employees.

Agents are able change behavior and improve performance based on real-time metrics. They have discovered confidence and fulfillment after realizing that they only need to make minor behavioral changes to have a huge impact on the entire team.

## Making an Impact Beyond the Call Center

Updater has been able to boost agent engagement and promote a more competitive sales environment across the call center.

Since implementing CXone PM, Updater's technical manager Jonathan Fowler said, "We have seen a direct impact on our cost per acquisition – lowering it by roughly 25% over a six-month period."

The use of CXone PM has been a game-changer for the contact center, but that's not the only department seeing results. Other teams inside the organization rely heavily on the data coming out of CXone PM. For example, Updater's marketing team pays close attention to call traffic to know how to manage campaigns. This type of enterprise-wide visibility has contributed to Updater's net revenue per call rising by 40% and net promoter score increasing by 80%. Two excitng wins for the entire company!

> **"We have seen a direct impact in our cost per acquisition – lowering it by roughly 25% over a six-month period"**
> – Jonathan Fowler, Technical Manager

## Experiencing Continuous Results

Updater also implemented CXone PM Automated Proficiency Based Routing, which helps them to ensure customers are being handled by the best possible agent.

This has contributed to Updater's order conversion rate increasing by 10%. Click here to read more about Updater's experience with CXone Automated Proficiency Based Routing.