

Automated Proficiency Based Routing With CXone Performance Management

What is proficiency based routing?

Proficiency-based routing, also known as skills-based routing or skill-proficiency routing, is a call-assignment method used in contact centers to assign incoming calls to the most suitable agent instead of just the next available agent.

NICE inContact provides skills-based routing within its ACD. Through this, users do not need programming skills to build and update routing flows. However, users must determine who their best agents are and manually adjust the skill level of each agent within the ACD, which often becomes delayed or non-existent.

How does CXone PM take proficiency based routing to the next level?

CXone PM uses business rules and APIs to enable contact centers with **automated** proficiency based routing. This means changes in skill levels are updated in the ACD automatically based on agent performance rather than manually.

Users can set up proficiencies based on an infinite number of skill-based scores within the CXone PM system, making it very customizable. From there, they can simply automate scores to update as often as they would like.

Automated proficiency-based routing saves supervisors the constant headache and time-consuming process of manually updating skill levels in the ACD. It ensures customers are being routed to the best available agent at the time they call, which increases first-call resolutions and improves customer satisfaction.

With CXone PM











Manual Ranking

Proficiency Rankings require Supervisor input, often delayed or non-existent.



Auto Ranking

Proficiency Scores are updated in real-time based on performance metrics.

Default Proficiency	Delayed/No Supervisor Updates	Updated Proficiency	Automated Proficiency Rankings
10	 Default Proficiency: 10 Agent Performance: 18	1	 More calls routed to top agents based on current proficiency.
10	 Default Proficiency: 10 Agent Performance: 14	5	 More calls routed to top agents based on current proficiency.
10	 Default Proficiency: 10 Agent Performance: 1	14	 Less calls routed to agents with lower proficiency.
10	 Default Proficiency: 10 Agent Performance: 5	18	 Less calls routed to agents with lower proficiency.

Customer Story and Results

Problem:

The process for Bridgevine to ensure its customers' needs were being handled by the best available agent was manual and tedious. Implementing changes in skill level for each agent gave supervisors a constant headache. It wasn't as holistic or accurate as they needed it to be.

Solution:

Using strategic business rules and robust APIs, CXone Performance Management enabled Bridgevine with automated proficiency based routing that work hand-in-hand with real-time dashboards and wallboards.

Results:

CXone Performance Management makes it possible for Bridgevine to ensure holistic and accurate automated proficiency based routing based on the performance of their agents across all aspects of their work. As a result, Bridgevine experienced a 10% increase in order conversion rate.

"Automated proficiency based routing through CXone Performance Management saves us valuable time on a personnel level. CXone Performance Management also ensures this task is done accurately and holistically, based on the performance of our agents across all aspects of their work."

– Vice President of Call Center Operations at Bridgevine

Benefits of Automated Proficiency Based Routing

Automated Proficiency-Based Routing can solve a variety of problems for contact centers. It can help reduce abandon rates; increase agent utilization and productivity; build customer satisfaction; and decrease agent attrition.

By matching callers with the most suitable agent, callers will have shorter wait times and faster resolutions.

By automating proficiency-based routing, supervisors will be able to focus on what truly matters: coaching and developing agents (not adjusting skill levels).

It is truly the most holistic and accurate way to match callers with the right agent.