Case Study

CXone Performance Management

PINNACLE
TREATMENT CENTERS

Customer
Pinnacle Treatment Centers (PTC) is a rehabilitation center for individuals with substance use disorders.

Industry
Healthcare

Website
www.pinnacletreatment.com

Challenges
- Manual Reporting & Disjointed Information
- Poor Visibility into Agent Performance

Solution
- CXone Performance Management
- Gamification

Delivering Life-Changing Care

Pinnacle Treatment Center (PTC) offers a wide-array of cutting-edge, evidence-based substance treatment programs at its eight locations throughout the United States. PTC is an individualized, holistic facility that has a goal to achieve sobriety for each patient. Not only do they treat for substance use disorders, but they also treat for mental health disorders that often co me with substance use. Treating this as a disease, not a moral failure or weakness, is their number one priority.

They are faced with different challenges for everyone who calls in or walks through the door because no story or experience is the same. They want everyone to leave their treatment feeling empowered and strengthened.

The Pinnacle contact center operates 24/7, 365 days a year. With more than 30,000 patients, the goal of the facility is to accommodate to each individual who calls in, as well as providing timely outreach so that they do not miss opportunities to help those in need. There are about 45 employees at the contact center to field calls and ensure quality care for patients. They serve as the first point of contact for access to care for 59 facilities and more than 100 programs.

There are three positions at the center: intake schedulers, care coordinators, and team leads. Representatives field calls from patients in crisis, individuals who have never entered treatment before, concerned loved ones and everything in between. Their job is to guide conversations toward a positive resolution no matter the situation being discussed.

Overcoming Disjointed Data and Redundant Work

Prior to using CXone Performance Management, Pinnacle used Salesforce and Microsoft Excel to manage reporting. The work was redundant and provided disjointed information across the board. Their data did not work together, and they didn't have a person to manage data aggregation. Data analysis and performance management were not priority, which resulted in agents not being monitored and therefore lacking accountability.

Because they had a prior relationship with NICE InContact, adding CXone Performance Management to further improve their contact center was a "YES!" to invest in the product. Although it was an investment, having a product that not only aggregated data, but also monitored representatives' productivity and effectiveness was important to everyone at Pinnacle.

PTC's goal with CXone Performance Management was not to overwork representatives, but rather use it as a tool to dictate staffing patterns, identify weaknesses, and address individual and center-wide deficiencies so that they could provide representatives a welcomed place to work and provide patients with talented, experienced, and skilled representatives.

Fine-tuning Operations and Maximizing Opportunities

Having a performance management tool for representatives has made a huge impact on the Pinnacle contact center. Individuals received instruction on the new system and there was immediate improvement. PTC's Service Level has improved by 10%, representative Calls Per Hour has improved 9%, Avg, After Call Work has dropped over 50%, and Unavailable Time has declined almost 10%.

Coaching sessions have dramatically improved because supervisors are able to quickly identify weak spots and troubled areas, allowing them to help representatives improve. It has also created a safe environment for managers and employees to discuss performance with the metrics that are provided.

> "CXone Performance Management allows our leadership to fine tune operations and maximize on our opportunities."
> - Colin Cooper, Admissions Quality Coordinator

According to PTC's Admissions Quality Coordinator Collin Cooper, "Our group has truly embraced the performance management features to holding themselves accountable, staying engaged, and seeking ways to improve themselves. Our representatives like being able to review how they are performing and engage in ways to enhance their work."

By doing this, there has been more open and honest communication in the workplace, leading to better performance and a higher engagement rate from agents.

Pinnacle Treatment Center delivers life-changing service. With CXone Performance Management they can ensure that their employees and customers are taken care of and that important metrics don't slip through the cracks.