

## Customer Profile

Trupanion is a provider of medical insurance for pets.

## Website

<https://trupanion.com>

## NICE inContact Solutions

- CXone Omnichannel Routing
- inView™ Performance Management for CXone
- CXone Interaction Analytics
- CXone Workforce Management
- CXone Personal Connection
- CXone Email
- CXone Chat
- SMS for CXone
- MAX—My Agent eXperience
- CXone APIs

## Results Achieved

- Reduced abandonment by 84 percent
- Improved average speed of answer by 66 percent
- Increased forecast accuracy by 88 percent
- Boosted agent retention by 55 percent
- Increased Net Promoter Score® by 1.5 percent
- Achieved compliance with industry regulations, avoiding costly fines

## On NICE inContact

“We evaluated many contact center solutions. CXone was simply the better platform; it checked all our boxes.”

Ryan Olson, Manager  
Contact Center Technology and Analytics  
Trupanion

# Trupanion Boosts Customer Service and Increases Agent Retention with CXone

## About Trupanion

When a dog or cat is sick and needs medical attention, high veterinary bills are the last thing their owner wants to worry about. For almost two decades, Trupanion has offered medical insurance for pets to ease the financial burden of veterinary care.

Trupanion has reimagined traditional pet insurance by offering direct pay to veterinarians, 90 percent coverage and 24/7/365 customer care. The company's 145 agents walk customers through the claims process, explain policy details and provide a sympathetic ear for distressed pet owners.

Trupanion offers multiple contact channels including phone, email, chat and two-way SMS. Its busy contact center handles around 550,000 contacts annually.

## The Challenge

As Trupanion grew, its previous Aspect contact center system couldn't keep up. It was frequently down, which negatively impacted customer service and fueled agents' distrust in its reliability.

“We had one or two hours of downtime weekly,” explains Ryan Olson, Manager of Contact Center Technology and Analytics. “We were significantly handcuffed. It was a horrible experience.”

In addition, the forecasting solution was inaccurate, which impacted agent scheduling. “There were huge variances between the forecasts and our actual contact volumes. We didn't trust the schedules created,” says Ryan.

Trupanion also had poor visibility into performance and contact volumes, due to the lack of real-time reporting. “We couldn't monitor what was going on. It wasn't a good user experience for anybody,” says Ryan.

As a result, customer service suffered, and agents were stressed. “Customers tried for hours to get through. Our sales team lost opportunities. It was hard on our agents, because they are assisting customers under difficult circumstances. They had the additional challenge of hearing, ‘I'm tired of waiting on hold,’ and it was really wearing them down.”

## The Solution

Trupanion began the search for another contact center solution and explored different vendors that included Genesys and Zendesk. NICE inContact CXone fit the company's requirements.

“CXone was simply the better platform; it checked all our boxes,” says Ryan. “System stability, omnichannel support and the ability to make system changes on our own were all key.”

“CXone Interaction Analytics and inView™ Performance Management also caught our attention,” he continues. “We felt CXone had cutting-edge technology that could grow with our contact center.”

## Opportunities Identified

### Blazing Fast Deployments

Trupanion had an accelerated timeline for implementing CXone and in Ryan’s words, “We had an amazingly smooth cutover. It was totally seamless — we just turned on CXone, and everything worked.”

CXone Workforce Management was implemented a few months later and involved integrating data from multiple sources. Again, the NICE inContact team delivered on a very tight timeline.

“I’ve deployed many workforce management solutions,” says Ryan. “They’re usually complex, and anything around 90–120 days is reasonable. The NICE inContact team deployed CXone Workforce Management in just 60 days. It was the fastest deployment I’ve ever seen—it was a roaring success.”

“The buzz in our contact center is around inView Performance Management’s real-time reporting and dashboards. People are thrilled about it.”

Ryan Olson, Manager  
Contact Center Technology and Analytics, Trupanion

### Average Speed of Answer Improves 66 Percent

Trupanion is reaping the benefits of using CXone, including an instant improvement in system stability. “We went from several hours of downtime a month to zero downtime with CXone. We can now focus on our customers and rebuild our agents’ trust,” says Ryan.

Other contact center performance metrics also improved dramatically. “The frequent downtime we had before impacted our average speed of answer and abandon rates,” explains Ryan. “But we’ve experienced dramatic and sustained improvements since implementing CXone.”

“Average speed of answer fell by 66 percent, and abandon rates dropped by 84 percent. At the same time, our Net Promoter Score rose 1.5 percent — our customers are seeing the difference.”

### Agent Retention Increases 55 Percent

CXone’s impact on agent engagement and satisfaction has been tremendous. “Agent retention rose 55 percent since we

implemented CXone,” says Ryan. “The platform’s stability has played a huge role in boosting agents’ job satisfaction. CXone is the catalyst that helped restore their trust in our contact center and their enthusiasm for working at Trupanion.”

Improved forecasting accuracy also played a role in boosting agent engagement. “Our forecast accuracy increased 88 percent with CXone Workforce Management because it uses real-time contact volume data,” says Ryan. “The schedules it creates are accurate and help ensure that we have the right number of agents for each shift to handle interactions. It helps our agents feel less stressed, because they aren’t burdened with an overwhelming amount of interactions.”

Agents also now have real-time visibility into their own performances with inView Performance Management. “Their bonuses are based on the number of contacts they service each month,” Ryan says. “With our old system, they had no way of knowing how close they were to their goals and sometimes missed it by just three or four contacts. But With inView, they always know exactly where they are versus their goal. They are just thrilled.”

Ryan continues: “With CXone, we now have the right tools in place, so our agents are happier. And having active, engaged agents translates into making sure our customers are well serviced.”

### Avoiding Costly Fines with Interaction Analytics Pro

CXone also helps Trupanion comply with strict insurance industry regulations that could result in costly fines if they aren’t followed.

“When we sell an insurance product, we’re required by law to make specific disclosure statements to the consumer,” Ryan says. “We use CXone Interaction Analytics to analyze key phrases in recorded conversations to verify if the agents are providing the disclosures. Interaction Analytics instantly flags problematic conversations so we can train those agents appropriately.”

“If we had been audited, we would have paid very expensive fines, which could easily be equivalent to CXone’s cost,” he says. “The potential savings we’ve realized from using Interaction Analytics is massive, not to mention the time savings we’ve gained by not having our compliance team manually review thousands of calls.”

Ryan’s satisfaction with CXone is evident. “I would recommend CXone without hesitation, and we are very pleased with it,” he says. “The fact that CXone is a cloud platform means we can be nimble without investing a significant amount in on-premises infrastructure. Plus, CXone is stable and just plain works.”

“I’ve worked with many vendors’ systems including Avaya, Verint and Asterisk. None compare to CXone—it’s the best solution we could have selected for our contact center.”

## About NICE inContact

NICE inContact is the cloud contact center software leader, empowering organizations to provide exceptional customer experiences with the world’s #1 cloud customer experience platform, NICE inContact CXone™. CXone combines best-in-class Omnichannel Routing, Workforce Optimization, Analytics, Automation and Artificial Intelligence on an Open Cloud Foundation to help companies act smarter and respond faster to consumer expectations. NICE inContact, a NICE company, is recognized as a market leader by the leading industry analyst firms, and serves customers in more than 150 countries, including over 85 of the Fortune 100 companies.

For more information, visit: [www.NICEinContact.com](http://www.NICEinContact.com)