Case Study

CXone Performance Management

Vera Bradley

Customer
Vera Bradley is an American luggage and handbag design company.

Industry
Retail and Ecommerce

Website
www.verabradley.com

Challenges
- Delayed access to data
- Disengaged employees

Solution
NICE inContact CXone Performance Management & Gamification

Results
- Reduced agent turnover from 20% to 0%
- Increased productivity 10%-30% per agent

Vera Bradley Pursuing Contact Center Greatness

Vera Bradley is an American luggage and handbag design company. Its primary customers are ecommerce clients, but it also provides service for specialty retail partners, sales consultants, Vera Bradley retail stores and international customers. The company has 55 employees in its contact center regularly and more than 80 during the holiday season.

For years, Vera Bradley did not have accessible or relevant reporting for its customer service representatives (CSRs). Reports were generated from the company's IT department, which limited its ability to receive reporting in a timely manner and caused a major lack of visibility.

Vera Bradley needed to provide data to its team, cross-functional teams, and leadership team for process improvements, efficiencies, trainings and overall department awareness. The company wanted to ensure its team had direct access to data and did not have to rely on supervisors pulling data every month.

They researched various options over an 18 month timeframe and selected CXone PM due to the ease of functionality, dashboard options and gamification opportunities.

Discovering the Right Tools

After implementing CXone PM, Vera Bradley's customer experience director Susan Campbell said, *"We have been able to empower our team through data access, improved processes, and increased productivity. We launched gamification to promote healthy competition and employee engagement. Higher employee engagement has led to higher customer satisfaction."*

CXone PM has given the CSRs at Vera Bradley the opportunity to improve their performance by providing them with awareness of individual and departmental metrics, which has fostered curiousity and learning throughout the team.

Measuring in Real-Time to Succeed

Vera Bradley now measures KPIs for its agents and contact center collectively.

For agents, the main metrics measured are productivity, average handle time, calls per hour, average talk time and abandoned calls/chats. For the contact center, the main metrics measured are calls handled, calls received, abandoned calls, and percentage of abandoned calls. They also measure calls within various campaigns, call abandonment, and calls by hour, along with CSAT, sales, and reason codes through an API integration. Not only can they aggregate and measure important data, but they can also access it on user-friendly dashboards that can be shared and subscribed to.

Amber Lozano, a Vera Bradley contact center supervisor said she appreciates how she can break down data daily, weekly and monthly. As she coaches the CSRs, it is beneficial for her to have access to their individual metrics and historical progress.

Supervisors have more time to coach and develop their teams by eliminating the laborious work of managing Excel spreadsheets. They've also decreased the margin for error in data with CXone PM doing all the work.

As a result of CXone PM, productivity in the Vera Bradley contact center has improved 10 to 30 percent per agent across the board. *"It has been an amazing transformation,"* said Campbell.

Having a Silent Business Partner

The contact center also uses CXone PM wallboards every day. *"The wallboards are a silent business partner for us,"* said Susan. They share information such as new hire updates, calls in queue, upcoming promotions and special events like "cake day." Every visitor in the contact center stops to view the vibrant wallboards, which have improved communication within the department. In the past, Vera Bradley struggled to update its team with information about seasonal hires due to the department working various shifts.

Now the company can add informational slides to the wallboards to introduce new team members.

Achieving Contact Center Bliss

The CSRs at Vera Bradley thrive when using gamification. *"Some of them have been 'purchasing' Target gift cards from the Marketplace for stocking stuffers for their kids - and it's July! We love to see them excited about the program,"* said Campbell. One surprising metric that has improved because of gamification is schedule adherence. They have fewer call-offs now as attendance is one easy way CSRs can earn coins.

Thanks to CXone PM dashboards, wallboards, and gamification, the Vera Bradley CSRs are much more engaged with awareness of their metrics and total contact center metrics. Before implementing CXone PM the average annual turnover was 20%. Halfway through this year it is 0% (July 2019).

The Vera Bradley contact center also appreciates the wonderful support offered since implementation. The CXone PM support team is always happy to share industry best practices, which has added a new dimension to user acceptance. Both the agents and supervisors at Vera Bradley are ecstatic about CXone PM.