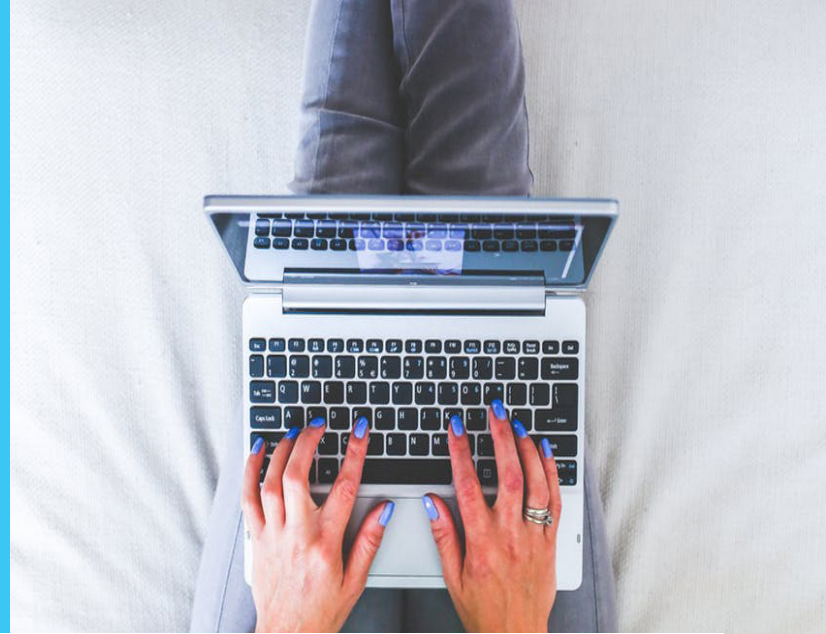


## CASE STUDY



### Challenge



By design, most of the Direct Interaction's agents work from home. Because of this, agents often felt disconnected and disengaged. This led to low levels of efficiency, and ultimately a less than desirable customer experience.

### Solution



ClearView integrated with NICE inContact was the solution. It is a comprehensive performance management tool that aggregates data on personalized dashboards. It provides real-time performance feedback to help supervisors and agents become proactive.

### Results



Direct Interactions empowered its remote contact center by increasing agent and supervisor awareness of everyday performance. Agents who used ClearView delivered 45% better efficiency.

## Direct Interactions Creating an Impactful Remote Workforce

Direct Interactions has a distributed workforce of remote customer service agents. The company is focused on improving lives by hiring those who have required personal care or provided care for others; including people with disabilities and military family members. It is a call center outsourcing company that builds customer service teams who know the true meaning of caring for others.

They knew how closely agent efficiency related to customer satisfaction. However, agents often felt disconnected from the company, which led to low engagement and efficiency. Increasing agent efficiency is difficult in any contact center, but adding the dynamic of at-home agents made the task even more challenging. It also was difficult for the company to keep its agents informed of the current status of such a fast-paced work environment.

Direct Interactions wanted to improve its agents' abilities to gather payments in a consistent and timely manner. In order to do this, the director of client services at the company knew they needed to speed up overall average handle time and decrease the time customers spent waiting in queue.

Direct Interactions decided to implement ClearView. This solution gave them a cloud-based system that aggregates all their data from different sources onto a single platform for consistent, customizable reports. It delivers real-time data through user-friendly dashboards from executive to agent level.

## Becoming Proactive

Direct Interactions chose ClearView because they recognized the importance of being able to provide real-time feedback on agent performance and track company goals.

Allowing agents to see performance measurements in key areas proved to be highly valuable. When agents can view and assess their own performance based on metric scores and supervisor notes through ClearView, they can be proactive rather than reactive.

Agents can course-correct throughout the day, rather than waiting for their end-of-week report or monthly performance review.



**“Agents who use the ClearView on a daily basis have delivered 45% better efficiency than less frequent users.”**

## Creating a Culture of Continuous Development

Because of ClearView, agents no longer have to work blindly and hope they end the week somewhere near the standard. Direct Interactions can deliver real-time, custom feedback to every employee throughout the country.

The company also has enjoyed the benefits of automating managerial activities. Managers can spend more time on key tasks that drive the needle for their business.

Since deploying ClearView, Direct Interactions has discovered an increase in performance accountability. Agents are more accountable for their performance because they can see it and compare it to others.

Supervisors and agents can easily measure performance progression, which allows them to set clear, achievable goals. By creating a culture of continuous development, agents monitor personal, team and company performance throughout the day with individual dashboards. As a result, agents who use ClearView have delivered 45% better efficiency than less frequent users.