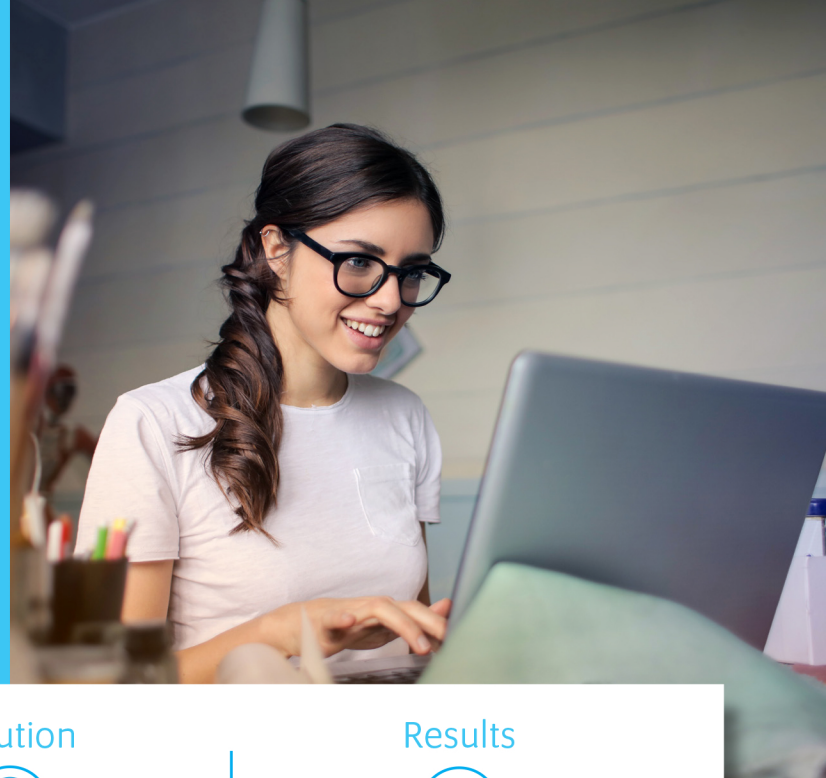


CUSTOMER STORY



Problem



Check Into Cash was handling reporting through manual Excel sheets, which was making it nearly impossible for its supervisors to manage agent performance in a timely manner. They were also dealing with disengaged employees, which led to undesirable after-call-work (ACW) times.

Solution



ClearView, a cloud-based performance management system, was the solution. It aggregates all data from disparate systems onto a single platform and uses dynamic gamification rules to drive top-notch performance from contact center agents around the globe.

Results



Check Into Cash has been able to drive behavioral change with agents, while maintaining an excellent customer experience. The contact center has seen a 68% decrease in after-call-work (ACW) time, which lowered average-handle-time (AHT) by 40%.

Check Into Cash Empowering its Contact Center

Check Into Cash is a national leader in direct lending. It provides customers with affordable, short-term, small dollar credit solutions. It offers Payday Advances, In-Store Cash Advances, Online Payday Loans, Title Loans, Title Pawns, Check Cashing, Western Union®, walk-in Bill Pay, and reloadable prepaid U.S. Money Cards in centers nationwide. Check Into Cash is a one-stop money shop.

Before implementing ClearView, Check Into Cash managed the performance of its contact center like most companies in the industry: through excel spreadsheets and archaic motivational tactics. Supervisors would spend hours manually aggregating reporting, leaving them little time or energy to manage key performance indicators (KPI) like after-call-work (ACW) time. On the other hand, agents weren't motivated to speed up unproductive states so the call queues started to reach new highs.

Check Into Cash recognized that supervisors should be spending their valuable time coaching and developing members of their team, not manually running reports. They also knew it was time to motivate and reward agents based on behaviors within their control. Check Into Cash chose ClearView to aggregate their data into customizable, real-time dashboards, and to engage agents to meet performance objectives.

Maintaining Excellence

Check Into Cash realized their biggest opportunity for improvement was ACW time. Their agents were spending time in this status after finishing a customer interaction, when it wasn't needed.

They decided to deploy ClearView's role-based dashboards and gamification with the intention to improve performance and increase engagement across the contact center. Gamification rules were built to incentivize agents to not waste time in unproductive states.

Check Into Cash succeeded. According to Sean Purdy, Telephony Engineer, "Agents are excited to see their data in a real-time environment. We've seen our agents more engaged and improving based on their metrics."



Check Into Cash has seen a 40% reduction in average-handle-time and a 68% reduction in after-call-work.

Measuring in Real-Time to Succeed

By giving every employee real-time feedback on performance, Check Into Cash has been able to create visibility across the contact center. Not only are agents improving, but leaders at the contact center are able to focus on tasks that drive improvement.

Purdy said, "Thanks to ClearView, our team-leads are driving change while maintaining an excellent customer experience. Pulling, scheduling and sending reports is easier than ever. Having this centralized location enables us to spend those valuable hours coaching agents and improving our overall processes."

Team-leads can coach with a more hands-on approach. "Instead of planning for 30-minute meetings to review multiple reports with agents, our team-leads are visiting agents' desks and reviewing the shared dashboards in real-time," said Purdy.

ClearView has been the driving force behind exciting results at the Check Into Cash call center. Overall, they have seen a 68% reduction in after-call-work, which has resulted in a 40% reduction in average-handle-time, helping them maintain customer satisfaction.