Case Study

CXone Performance Management

Customer

MoneyGram is a global peer-to-peer payment and money transfer service.

Industry

Financial Services

Website

global.moneygram.com

Challenges

- Inconsistent Data
- Delayed Reporting
- Unreliable Information

Solution

- CXone Performance Management
- Gamification

Defining Small Roles in A Global Company

MoneyGram is a peer-to-peer payment and money transfer service. The company is a customer-centric operation and enables quick transfers to hundreds of countries around the world. It is a modern, mobile and API-driven platform that is in collaboration with brands and businesses across the world. MoneyGram is both an in-person and digital business. Not only does MoneyGram transfer money, they also have bill payment and check processing services.

MoneyGram's contact center speaks with customers around the world to assure satisfaction and assist with any endeavors that the customer may come across. From transferring services to fraud detection, there is always someone on the line ready to assist any possible scenario. MoneyGram has 1300 employees using CXone Performance Management.

Integrating Systems and Creating Consistency in Data

Prior to using CXone Performance Management, MoneyGram's teams were responsible for creating their own dashboards and keeping track of the metrics of their team. Once a month they would get a scorecard of their performance. There were inconsistencies in the data, reporting was delayed, and they did not have access to real-time data. Because of the lack of communication between the information, managing overall data became increasingly difficult.

MoneyGram was looking for a seamless solution that integrated well with the products they currently had with NICE inContact CXone. Because CXone Performance Management had a perfect fit with these systems, it was an easy decision to choose it as their platform. Real-time reporting, metric calculation and gamification modules were also a major factor in choosing CXone Performance Management. Having organizational tools that optimize performance has created success and opportunities for each contact center employee.

Because of CXone Performance Management, each representative had access to see performance in real-time. This means they could see where their performance was throughout the day, which in return created consistency for agents. Managers and leaders could focus more on helping agents because they weren't trying to aggregate data — it was automatically presented for everyone.

Employee engagement improved because agents could create their own dashboards, avatars, and participate in gamification activities. Having active wallboards gave agents the opportunity to log off when there were no customers in the queue and know when to log back on when there were customers waiting to speak to a representative. Quality of calls improved because they had all the CXone solutions working together.

> "It is an easy to use application that will help everyone in the organization better understand your performance successes and opportunities".
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> - Andre Purifoy, Head of Customer Care & Workforce Optimization

Results From Within

CXone Performance Management allowed metrics such as AHT, CSAT, Top 2 Box, QA Experience, QA Procedure, Occupancy, ASA and Service Level to be monitored. Because of the ability to focus on these metrics, agents were outperforming the AHT goal by almost 7% which resulted in a 25 second reduction in AHT. Management throughout the contact center improved because knowledge of metrics were more readily available.

With agents performing better than ever, it is easy to see why using CXone Performance Management to report on data from all contact center systems was one of Moneygram's best moves.