Major Retailer Hits 90%+ QM and CSAT

A major, longstanding e-commerce and catalog retailer grappled with the limitations of an on-premises contact center platform. With more than 300 agents fielding 3.9 million calls per year, it was ready to move to a cloud platform. In addition, the company wanted to implement a quality management system and provide the ability to offer omnichannel experiences to customers.

Selling primarily through the 88 million catalogs it mails out annually, the retailer's two contact centers are a critical part of the business: They handle 50% of revenue generation via inbound orders as well as field calls for service and order status.

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Modernizing with True Omnichannel Functionality

The company moved to the Five9 Intelligent Cloud Contact Center to experience the benefits of a modern cloud platform and implement a true omnichannel experience. The company started by deploying both Five9 Global Voice and Five9 Email.

"Using Five9 Email is a huge improvement over our previous platform. This one has been great, from the agent desktop to the customer experience," says one of the company's contact center leaders. "It's one less application for agents to log into, they can access emails directly from the Five9 platform, and we can add and customize features. Overall, it boosted

us up into the 21st century. Our emails now look more professional. It's been a great change for the contact center."

Empowering Agents with Better Coaching

Next, the company implemented Five9 Quality Management (QM) to record calls and empower supervisors to coach agents effectively. The Quality Management recording and screen share have had a major impact on the customer experience of the call and email programs. The implementation has greatly improved call quality and simplified coaching and providing feedback to agents.

"It has been instrumental in our progression to improving customer experience," reports the leader. "Implementing QM has been a really big step for us and really exciting from the agent development standpoint. When you can share a recorded call, it adds a whole level of coaching ability. Putting this in place was exciting for everyone involved, from our executive leadership team to supervisors who finally had a tool to evaluate calls, review with agents, and coach them."

Hitting 90%+ QM and CSAT Scores

The company established a target quality management goal of 90%. The entire contact center meets and exceeds that goal week after week, with a recent average of 93%. Part of the Five9 platform enables post-call surveys that the company uses as a CSAT indicator. In parallel with the improved QM scores, CSAT has reached 90%—validating the success of the QM efforts and coaching. The company is now developing a QM process for email and anticipates similar outcomes.

Five9 QM enables the company to record customer call interactions and take screenshots. Using that data, the company

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Retail Case Study

A major, longstanding e-commerce and catalog retailer achieved a 93% QM score with Five9 Quality Management and Performance Management.

Industry
Retail

Challenges
- Lacked a quality management system
- Needed real-time performance insights
- Wanted to deliver omnichannel experiences

Benefits
- Achieved a 93% QM score within the first year
- Reached a 90% CSAT score
- Implemented omnichannel options for customers

Solutions
- Performance Dashboard
- Quality Management
- Digital Engagement: Email
- Gamification
- Adapter for Oracle
- Global Voice

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discovered an unexpected benefit: The IT team can also use the QM data to see an agent's activity when an issue happened, which has improved IT's troubleshooting capacity.

Giving Agents Real-time Performance Insight

Next, the company chose to implement dashboards and gamification functionality to help lower attrition, increase agent engagement, and gamify the major sales goals for agents.

"The most important thing was giving our agents a voice in how they are evaluated and on the factors that should matter to performance," says the leader. "They know our customers best and hear every day what matters to a great customer experience."

To include agents, the team developed a focus group so agents could provide key input in the creation of performance evaluation forms. "It's really made a difference," says the leader. "It has had a big impact on reducing attrition."

Five9 Performance Dashboards give agents and supervisors real-time insight into how they're meeting KPIs, enabling them to adjust as needed throughout their day. The dashboards help improve the overall QM process and support improvements in customer experience.

To further improve agent engagement, the company deployed gamification features—including leaderboards—to their dashboards. The team created fun challenges to inspire agents with rewards like TVs, gift cards, and electronics.

"Gamification brings healthy competition to our agents. It's super customizable— we can create our own metrics and add new widgets whenever we want. I'm excited to have this available to our agents," said the leader. The company plans to equip its dashboards with links to training materials and their knowledgebase to simplify agent access to additional support for success.

An improvement they've recently put into effect will save time and money: eliminating a manual process of inquiring about the length of a supervisor's queue and replacing it with a dashboard widget providing that information to agents. They're also looking into using dashboards as part of their weekly performance evaluations, which would eliminate another manual process and harness data that's already familiar to agents.

Future-proofing Customer Experience

As they look to the future, the company sees further integration of customer experience across all their selling services and looks forward to adding Five9 Chat. "Five9 is the right future-proofed system to allow us to grow with our commerce whether via contact center or web, and chat will be our first foray into that as we support the web experience with live agents."

Learn More

Explore Five9 solutions for retail organizations.