Cloud Contact Center

Manufacturing sales primer for Cloud Contact Center

powered by CXone

A powerful Workforce Optimization suite improves quality management, forecasting and customer experience goals for an OEM by streamlining contact center operations and empowering the team.

Customer Problem to be solved:

The manufacturer identified the contact center as a pinch point for providing important and timely customer order communications across the organization. The manufacturer needed to improve infrastructure and optimize workflow, remove information silos and build better two-way communication with their customers. This would significantly improve customer relations and enable the business to have a 360° view of its customer service workload.

For internal use only

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AtoS

Cause of the customer problem:

Customers were experiencing delays in responses and their needs were not being routed and acted on in a timely manner due to inefficient staffing and training, and the inability to scale up during unexpected changes in workload. Because the center also executed sales functions, leadership needed clarity on the agent and campaign performance metrics. Leadership were also aware they were potentially missing repeatable opportunities.

Solution to the Problem:

By launching the WFM module within the WFO suite, the manufacturer eliminated the need for multiple scheduling spreadsheets and dozens of personnel hours for schedule creation. Management can review multiple staffing options, leverage "what if" scenarios for personnel planning and is able to review the historical accuracy of their forecasts. They also make intraday adjustments for quick changes and utilize shift bidding to increase agent morale.

Implementing the Quality Management package as part of WFO allowed them to coach agents and convey important technical information, product updates and troubleshoot customer issues without additional escalation.

Additionally as part of the WFO package, the capture of campaign mentions, keywords and offer language via Speech & Desktop Analytics gives leadership insight into the campaign efficacy along with mentions of hot button issues with products or customer concerns.

Benefits to the customer of the solution:

The Analytics driven quality obtained with the WFO package provides great organizational insight. The cloud speech analytics software engine works directly with QM and recording to capture, evaluate and take action based on customer interactions.

Agents are aligned with customers more efficiently and quickly with specific needs and skills scheduled appropriately and an improved workload balance reduces staffing costs.

With improved agent engagement, staffing turnover has slowed and management spends more time on coaching/strategy rather than hiring and administration (the largest cost in a contact center is labor).

How Solution Delivered/Core Applications:

Solution Users:
Contact Center management, Contact Center Agents, Channel Management, Operations management

Key Influencers/Decision Makers:
COO, CIO, VP of Customer Success, Finance/Procurement

Customer short description:
This manufacturer offers a large selection of quality bedding products and maintains multiple contact centers with agents who work inbound/outbound calls on topics ranging from product availability to seasonal offers, product details and warranty claims.

About Atos

Atos is a global leader in digital transformation with over 110,000 employees in 73 countries and annual revenue of over € 11 billion.

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About NICE inContact

NICE inContact makes it easy and affordable for organizations around the globe to create stand-out customer experiences while meeting key business metrics. NICE inContact provides the world's #1 cloud customer experience platform, NICE inContact CXone™, built on an open cloud foundation that is flexible, scalable and reliable for enterprise, small business, government and business process outsourcers. NICE inContact is a part of NICE (Nasdaq: NICE), the worldwide leading provider of both cloud and on-premises enterprise software solutions.