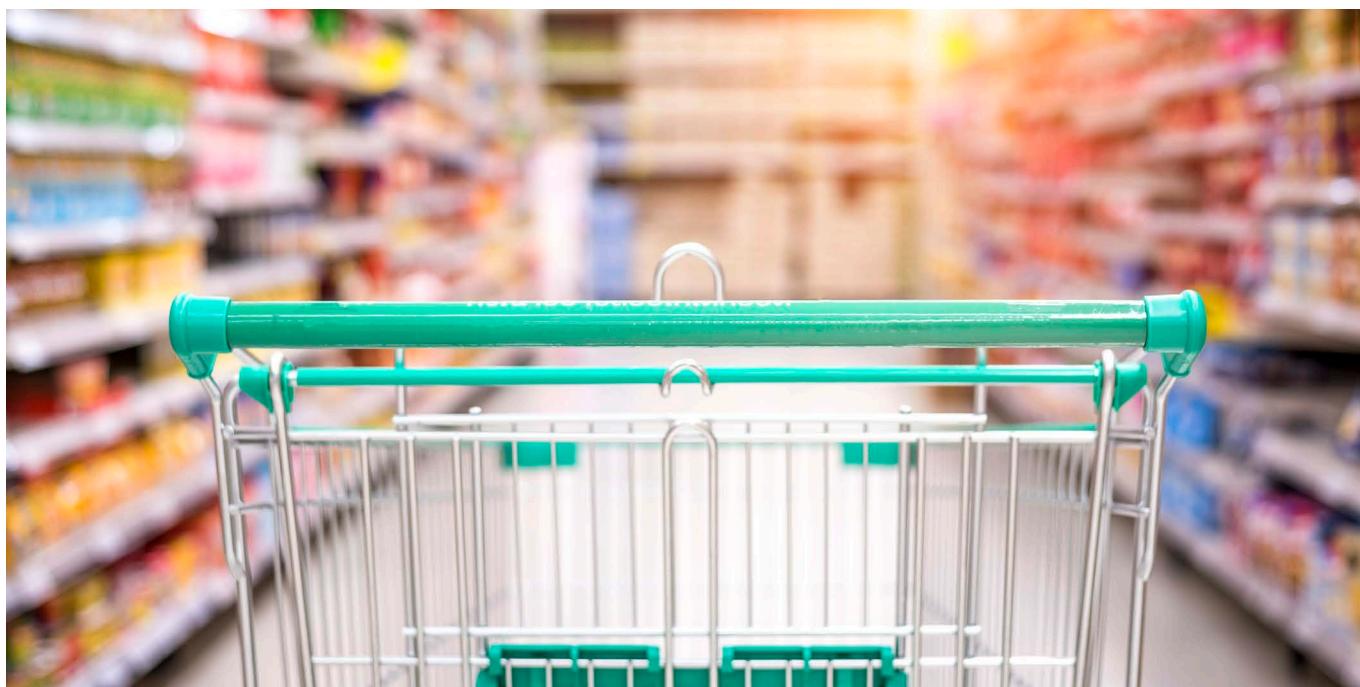


Retail sales primer for Cloud Contact Center

powered by CXone



After years on a legacy system that no longer met the organization's needs, an online retailer of pharmaceutical products was looking for a platform that would give them stability, scalability, and a competitive edge in Customer Experience. Advanced Omnichannel Routing gives this

company the ability to route customer interactions to the most appropriate customer service agent quickly. Agents are now equipped to personalize each interaction, check account and order status, assist with returns and answer RX related questions via inbound voice, email, Text and Social.

Customer Problem to be solved:

As an online retailer, the company had set forth a strategic initiative to move all appropriate operations into the cloud. They recognized as part of their review that many of their customer experience interaction goals weren't being met. (Initiatives included virtual queues with specialists and options for automatic callbacks, and overall reduced handling time for both voice and digital.) The contact center was at the center of the initiatives.

Cause of the customer problem:

As the retailer grew, new agents were quickly trained in specific skills and niches. However, because many incoming inquiries were product related, some were related to order/status, and others involved promotions, recurring orders or rewards programs, not all skills were available to all agents. As product lines grew to more than 6000 SKUs and 50 brands, the contact center could not scale to deal quickly enough with the workload and customers endured multiple transfers or unacceptable wait times.

Solution to the Problem:

CXOne Omnichannel Routing delivered incoming calls, emails, chats and web requests to agents with the most appropriate skill, and enabled motivated agents to do work in their best environment. In summary, the ACD points the customer to the most appropriate available agent based on a variety of criteria and that agent has a single interface to access historical account and transactional data for the customer.

Benefits to the customer of the solution:

- Increased customer satisfaction quicker resolution for High Priority customers
- Lower Call Abandon rates and callback options in place during high volume interaction periods.
- Additional revenue opportunities with customers (cross-sell or up-sell)
- Supervisors can listen, coach and take-over calls through the Supervisor interface

How Solution Delivered/Core Applications:

All inbound toll free and inbound DID's go to NICE inContact from AT&T on IP Toll Free and IP Flex.

Solution Users: Contact center agents and management

Key Influencers/Decision Makers:

IT Manager- Influencer

Operations Manager- Decision Maker/Sponsor

Telecom Manager - Influencer

Call Center Manager, Director - Influencer

Financial Approver

CFO / COO Financial Approver

CIO /CTO - Champion

Customer description:

This US based retailer is part of a larger holding company that distributes through its website and mobile application. They currently resell more than 50 brands and 6,000 different medical and nutritional SKUs including vitamins, supplements and performance products, and medications (prescription and nonprescription).

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.

European number one in Cloud, Cybersecurity and High-Performance Computing, the Group provides end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions. The group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Syntel, and Unify. Atos is a SE (Societas Europaea), listed on the CAC40 Paris stock index.

The purpose of Atos is to help design the future of the information technology space. Its expertise and services support the development of knowledge, education as well as multicultural and pluralistic approaches to research that contribute to scientific and technological excellence. Across the world, the group enables its customers, employees and collaborators, and members of societies at large to live, work and develop sustainably and confidently in the information technology space.

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.