



Customer Profile:

Retail Outsourcer

Website:

<http://www.radial.com>

Location:

Melbourne, FL; Merritt Island, FL; Brunswick, GA;
Eau Claire, WI

Business Need:

- Improve caller experience through higher first-call resolution and lower effort
- Enhance agent experience while reducing AHT and cost to serve
- Monitor agent screen interactions to identify gaps and inefficiencies
- Ensure all agents are trained on desktop automation tools

NICE Solutions:

- NICE Quality Management
- NICE Interaction Management
- NICE Interaction Analytics

The Impact:

- Coaching modules now tracked and delivered to all agents
- Screen recording provides enhanced insight on agent activities and challenges
- 22.5 percent reduction in average handle time
- 7 percent gain in customer satisfaction scores
- 15 percent improvement in first call resolution
- 4.5 percent effort in customer effort scores
- 37 percent improvement in composite interaction efficiency

On The NICE Solution

“NICE enabled us to critically review both voice and screen recordings, introduce new work flows, and help agents use the right information at the moment of truth.”

- Robin Gomez, Director of Operational Excellence, Radial

About Radial

Radial is the leader in omnichannel commerce technology and operations, enabling brands and retailers to profitably exceed retail customer expectations. Radial's technical, powerful omnichannel solutions connect supply and demand through efficient fulfillment and transportation options, intelligent fraud, payments, and tax systems and personalized customer care services.

Hundreds of retailers and brands confidently partner with Radial to simplify their post-click commerce and improve their customer experiences. Radial brings flexibility and scalability to their supply chains and optimizes how, when and where orders go from desire to delivery. Learn how Radial works with you at www.radial.com.

The Challenge

As a business process outsourcer for mid-sized and large retailers, Radial operates in a heavily competitive space. Providing a superior experience for customers is a key differentiator. As part of a concerted effort to improve customer experience, the organization realized that it needed to optimize the agent experience as well. The interaction between agent and customer is a moment of truth for each of the brands and retailers Radial represents, and the company wanted to be sure that agents are positioned to execute every time the phone rings.

When the effort began, Radial knew it wanted to improve first-contact resolution, customer satisfaction, and customer effort scores while also boosting adoption of desktop automation tools that would decrease average handle time. But the primary source of agent experience insight was floor observation and occasional agent round-table discussions. With an agent pool between 1,200 and 4,000 agents, including many work-at-home representatives, this provided only a small sample of the full range of agent experiences. Moreover, Radial knew that adoption and usage of desktop automation tools was erratic at best, but had no clear insight into the barriers to higher usage.

This inconsistent adoption of desktop tools was actually taking Radial further away from its goals. In some cases AHT was being further destabilized by hiccups in adoption and understanding of the new systems.



The Solution

Radial launched a multi-year initiative to improve customer experience, combining talents from operations, IT, operational excellence, training, finance, and human resources. The first priority was to move beyond anecdotes and floor observations, so Radial put NICE Interaction Management to work.

By capturing 50 percent of all screen interactions with a minimum 30 day retention, the company now has a wide range of real-world agent experiences to draw upon. Dedicated associates on Radial's operational excellence team use NICE Interaction Analytics to monitor interactions, categorize calls, and apply scoring rules to agent activities. The team turns these insights into action by proposing strategies to optimize agent behaviors and introduce new time-saving shortcuts through desktop automation. "Using NICE to complete call reviews with deep dives helped bring to light training opportunities around case notes," says Danielle Mallady, Senior Manager of Strategic Programs at Radial.

With these insights in hand, Radial was able to develop more focused, targeted training and coaching packages to promote adoption and correct usage of the new workflow tools. NICE enabled Radial to track when agents viewed the coaching packages and made it easy to measure the rapid improvement in operational metrics. As the company refines the desktop automation tools based on agent feedback, it pushes out new modules which model best practices on the most up-to-date version of the tools. Because agent engagement with the training modules is tracked, Radial can schedule one-on-one coaching sessions with agents who have not yet completed the self-service training on their own initiative.

After deploying the new coaching modules, the company saw marked improvement. AHT declined by 22.5 percent just weeks after the coaching was rolled out. First contact resolution climbed 15 percent and customer satisfaction rose 7 percent. Using a composite measure of interaction efficiency, incorporating AHT, cost per contact, and first contact resolution, Radial realized an overall 37% efficiency gain, resulting in a better customer experience overall.

Radial is also able to back these statistical gains with live examples of successful, improved interactions. Captured, categorized calls are easy to share with brand and retail clients so they understand the impact of Radial's initiatives. The improved training and interaction analysis delivered by NICE makes it easier for Radial employees to deliver superior service during every interaction.

"This initiative really streamlines information and processes, and allows agents to focus on the true goal, which is providing an excellent experience for the customer."

- Bryan Kahl, Radial Manager of Operations

About NICE Systems, Inc.

NICE Systems (NASDAQ: NICE) is the worldwide leading provider of enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE solutions help the world's largest organizations deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com

