



Customer Profile:

Financial service

Website:

<https://checkintocash.com/>

Location:

Cleveland, Tennessee

Business Need:

Check Into Cash wanted to make their contact center operations more efficient by:

- Reducing response times
- Increasing agents' job satisfaction
- Providing faster and more complete reporting

NICE inContact Solutions:

- CXone Open Cloud Foundation
- CXone Omnichannel Routing
- CXone Workforce Optimization
- inView™ Performance Management for CXone
- CXone Personal Connection

The Impact:

- 238% agent increase from 40 to 135
- 68% reduction in after-call work
- 10% right-party connect rate increase
- .5% maintained maximum abandon rate

“Our agents’ disposition time decreased significantly when we created real-time dashboards to give them insight into their performance. They get points and trophies based on their score, and the average after-call work has decreased by 68%!”

Sean Purdy, Contact Center Support Manager
Check Into Cash

Improving Customer Interactions & Service Levels with NICE inContact

About Check Into Cash

Check Into Cash is a national leader in direct lending, providing affordable, short-term credit solutions for consumers. They had big plans for growing their business, but their on-premise, legacy dialer was inflexible, tough to customize and expensive to upgrade.

The Challenge

Sean Purdy, Contact Center Support Manager at Check Into Cash, says NICE inContact has had a positive, measurable impact on their business outcomes. “The value we’ve found from NICE inContact is that we aren’t limited by technology anymore. We can leverage it to improve customer interactions and our internal processes.”

“Our old system had a predictive dialer that wouldn’t let us run without more than 10 people, and anytime we wanted to make a change - even if it was minor - a developer had to be involved,” says Sean. “We were stuck with a system we didn’t like very much and that we couldn’t scale.”

“CXone Personal Connection is giving us a better overall customer experience. Our right-party connect rates are now 10% and our abandon rates are normally less than .5%.”

Sean Purdy, Contact Center Support Manager at Check Into Cash

The Solution

No technology limitations

Check Into Cash chose the NICE inContact CXone cloud customer experience platform for much needed flexibility and scalability while taking advantage of its pay-only-for-what-you-use pricing. CXone supports 90 agents at their Tennessee headquarters and an additional 12 agents in South Dakota that take calls when volumes are heavy.

Personal Connection drives dramatic improvements in outbound dialing

Check Into Cash makes a high volume of outbound calls so successfully connecting with customers is important. By using the CXone Personal Connection Outbound Dialer to connect agents and customers at the first hello, they're improving the customer experience and making dialing far more efficient.

Sean says, "One of our main deciding factors in choosing NICE inContact was CXone Personal Connection. We're not getting fewer customer hang-ups than with our old premise-based dialer, and we can report on our results. CXone Personal Connection provides a much better customer experience and that's reflected in our outbound statistics. Our right-party connect rates are now 10%, which is a huge improvement over our industry's typical rates of 3-7%, and our abandon rate is normally less than .5%. It's just phenomenal."

inView Performance Management for CXone Dashboards & Contests motivate agents to perform their best

Check Into Cash's legacy, on-premise contact center system had little reporting functionality, which limited visibility and decision making.

It used to take Sean three hours to build a particular report using spreadsheets, but with inView Performance Dashboards, it takes just 15 minutes. "I think inView is by far the best reporting tool that NICE inContact offers. It's a really easy-to-use interface where anybody can add metrics based on their permission level," says Sean.

Check Into Cash has also used inView to build a unique system of real-time dashboards that give agents feedback on their performance. They've even created very successful gamification challenges with the dashboards to motivate agents and reward those who reach their goals.

"We've set up achievement challenges such as focusing on average after-call work. Our agents' disposition time decreased significantly when we created a dashboard where they could view their metrics. They get points and trophies based on their score, and the result was average after-call work decreased by 68%!" says Sean.

Using call volumes to optimize agent schedules

Before implementing NICE inContact CXone Workforce Optimization, Check Into Cash created schedules in spreadsheets that were best guesses about predicted call volumes and the number of agents needed for a particular shift. Now the Workforce Optimization solution aggregates past call volume data and creates optimal schedules. "Based on our call volume throughout an entire day, CXone Workforce Optimization tells us how many agents we'll need. So instead of scheduling really long shifts all week, we can target Monday, for instance, as a high-volume day. Our agents can then work nine hours that day and seven or eight hours on days with lower call volumes."

Check Into Cash uses CXone Workforce Optimization to record calls and coach agents in areas that could use improvement or to congratulate them for a job well done. Managers use this information in combination with the inView dashboards to give agents a complete view of their performance.

"I think everyone could use NICE inContact. It's extremely flexible, scalable, and you only pay for what you need. We saw a return within the first couple of months of using NICE inContact. We would definitely not be where we are today or where we're going to be in the next five years, without NICE inContact."

Sean Purdy, Contact Center Support Manager at Check Into Cash

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 outsourcing. NICE inContact is a part of NICE (Nasdaq: NICE), the worldwide leading provider of both cloud and on-premises enterprise software solutions.

For more information, visit: www.NICEinContact.com

75 West Towne Ridge Parkway, Tower 1, Salt Lake City, UT 84070

tele | 866-965-7227 intl | 614.340.3346 email | info@NICEinContact.com web | www.NICEinContact.com