



Customer Profile:

Financial Services

Website:

www.commercebank.com

NICE inContact Solutions:

- CXone Open Cloud Foundation
- ECHO Customer Survey

Results Achieved:

- 300% increase in survey collection
- Minimize survey system downtime
- Ties survey results to individual agents
- Provides the flexibility to create multiple surveys specific to different business lines

On NICE inContact

“The ECHO solution from NICE inContact is such a powerful tool. It lets us see everything that’s going on with the survey in real-time. It improves our ability to measure the level of satisfaction we provide. It gives us the flexibility of having different surveys for different product lines, so business line managers can easily drill down and see results for how the contact center handled their specific customers.”

Jason Markovich,
Line of Business Manager,
Commerce Bank

About Commerce Bank

Operating with more than \$19 billion in assets in Missouri, Kansas, Illinois, Oklahoma, and Colorado, Commerce Bank offers an array of sophisticated financial products delivered with high-quality, personal customer service. To help ensure that high-quality customer service, Commerce Bank relies on the NICE inContact ECHO customer satisfaction survey to deliver real-time visibility into the status of call center activities.

The Challenge

In an effort to identify its ongoing level of customer satisfaction, about eight years ago Commerce Bank implemented a post-call survey on top of its on-premise contact center system. Unfortunately, the system proved unreliable, regularly dropping calls before customers had a chance to participate in the survey. Additionally, as time passed, the manufacturer of the on-premise system stopped supporting the product, leaving Commerce Bank on its own to keep it running. Frustrated with the struggles of maintaining an on-premise call center solution and the unreliability of its post-call survey, Commerce Bank turned to the benefits of a cloud-based call center solution from NICE inContact and their ECHO Customer Survey.

The Solution

Powerful Customer Service

NICE inContact ECHO helps call centers keep customers happy and build loyalty by enabling Commerce Bank to easily collect customer insights and feedback, in combination with voice recordings of the customers' own words. "The ECHO solution from NICE inContact is such a powerful tool," says Jason Markovich, Line of Business Manager for Commerce Bank. "It lets us see everything that's going on with the survey in real-time. It improves our ability to measure the level of satisfaction we provide. It gives us the flexibility of having different surveys for different product lines, so business line managers can easily drill down and see results for how the contact center handled their specific customers."

Another powerful aspect of the ECHO survey from NICE inContact is its ability to tie survey results to specific agents, a capability Commerce Bank didn't have in the past. This allows the bank to essentially create report cards for each individual agent so they can see how they're doing, and incentivize them to work even harder at delivering the highest level of service possible. This ability to tie survey results to agents has formed the basis for a premiere recognition program that Commerce Bank initiated to identify and recognize the best performing agents each month.

"Our agents now have a vested interest in our customer satisfaction surveys," says Ann Bronson, Contact Center Project Manager at Commerce Bank. "And with the recording feature that NICE inContact provides, customers can also leave a message about the service they received. Who better to tell our agents that they did a good job servicing their customer than the customers themselves?"

Of course, the NICE inContact solution also indicates if an agent receives low customer service scores and feedback. This helps the quality control group at Commerce Bank do their jobs better as well. In addition to randomly monitoring calls between customers and agents, quality control can now add the survey results and customer recordings into the equation. If a customer gives an agent a low score on an ECHO survey, the quality control group can listen to the recording and even listen to the call itself.

Better Reliability

The reliability of the CXone Open Cloud Foundation and the ECHO survey has been one of the biggest benefits to Commerce Bank since implementing the solution. With the bank's previous

on-premise solution and survey, Commerce once went three months without a single survey being collected and without the system ever notifying them of a problem. Not only does NICE inContact provide Commerce Bank hourly updates about the status of their surveys, but their survey collection rate has tripled.

"We had a lot of down time with our old system," Bronson says. "There would be long periods where we had no access to surveys and we really didn't know if it was going to be fixed. We don't have that problem with NICE inContact. They keep it running and we don't have to worry about it."

And now that Commerce no longer has to worry about maintaining its call center platform, the bank has a lot more time to devote to looking for ways to leverage that data. "We used to spend ten to twenty hours a month keeping our old survey and on-premise system up and running," Markovich explains. "NICE inContact saves us that time, allowing us to invest more time and energy into improving our operations and finding better ways to use our survey data."

Great Customer Value

One of the ways that the call center team at Commerce Bank has been able to use the data collected from its NICE inContact call center and ECHO survey systems is to show its group's value to the business. "With the data that the NICE inContact ECHO survey system enables us to collect, we can show the other business lines what they're getting with their investment in us," Markovich says. "It adds more credibility to what we're doing and provides the kind of transparency that lets them see that we're providing them a low cost, but valuable and consistent service."

"The ECHO survey system from NICE inContact has transformed the way we look at customer satisfaction," Bronson adds. "It provides us reliable measurements, facts and figures that let us communicate to Commerce Bank executives and agents about how our customers feel about them."

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 No. 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.

For more information, visit: www.NICEinContact.com