



**Customer Profile:**  
Business process outsourcer

**Website:**  
[www.webhelp.com/en-us/](http://www.webhelp.com/en-us/)

## NICE inContact Solutions:

- CXone Omnichannel Routing
  - CXone Email
  - CXone Chat
  - SMS for CXone
- CXone Open Cloud Foundation
- CXone Analytics
- inView™ Performance Management for CXone

## Results Achieved:

- Achieved greater visibility into key KPIs
- Reduced maintenance and upgrade costs
- Satisfied customers' expectations for multi-channel support
- Realized economies of scale

## On NICE inContact

"NICE inContact is a very important part of our cloud strategy."

Per Valik,  
CIO/CTO, Webhelp Nordic

# Webhelp Nordic Drives International Growth with NICE inContact CXone

## About Webhelp Nordic

As a global business process outsourcer (BPO), Webhelp Nordic services five countries: Sweden, Denmark, Norway, Finland, and Latvia. Per Valik, CIO/CTO of the company explains, "Webhelp Nordic has about 30 clients for whom we handle customer service including leading global brands in the retail, streaming media and insurance industries. We are also one of NICE inContact's most successful partners in EMEA."

With NICE inContact CXone, Webhelp Nordic can deliver an outstanding customer experience including offering support in four different languages, supporting multi-channel options such as social media and chat, and tracking success using key performance indicators (KPIs).

## The Challenge

### On-Premise System was Inflexible and Difficult to Upgrade

Before NICE inContact, however, Webhelp Nordic used an on-premise solution that was very complex, heavily customized, and difficult to upgrade. "We had nine different instances of the on-premise system, which made it very difficult to maintain," says Per. "Rather than making an enormous investment to upgrade it, we decided to switch to a cloud solution. We evaluated different vendors and choose NICE inContact CXone."

## The Solution

### Supporting Multi-Channel Across Different Languages

Webhelp Nordic's team of 1,000 agents on NICE inContact offer support in four languages, so they needed a cloud platform that supported both multi-skill and multiple languages. They also required multi-channel functionality. "The Nordic countries are early adopters," explains Per. "Our customers want as many channels as possible such as social media, online chat, and SMS. That was part of the reason we chose NICE inContact CXone, and why we left our old, on-premise solution. We needed a solution like NICE inContact to satisfy our customers' high expectations for multi-channel support.

## Opportunities Identified

### Boosting Efficiency by Routing All Contacts Through CXone

"In fact," Per continues, "a new client in Norway demanded that all their support channels be routed using one platform. Without NICE inContact, I don't think we would have won that deal. It's been a huge bonus for us, because we route every customer contact through CXone Omnichannel Routing. We've also been able to reduce the number of agents needed to support the customer."

### Driving Standardized Reporting and Gamification with inView

As an outsourcer, Webhelp Nordic measures everything in detail to understand what's working and where improvements are required. For over 15 years, they struggled to implement standardized reporting across all their assignments. Per explains, "As a BPO, we can have 30 different assignments across four countries. If we let each location calculate their own metrics, they'll all be different. With inView™ Performance Management, part of CXone Analytics, all the data flows into the same framework so it's standardized and easy to analyze across all our locations."

"We also utilize inView for all reporting and agent gamification," he continues. "It's a big productivity shifter, because we use it to focus our agents on the right key performance indicators (KPIs). Also, if an agent doesn't achieve a particular KPI, their manager knows exactly how to coach them."

"CXone makes it possible for us to offer our clients a contact center solution that covers the entire globe."

Per Valik, CIO/CTO, Webhelp Nordic

### Supporting the Entire Globe with CXone

Since CXone is a cloud-based platform, Webhelp can easily implement it anywhere in the world. "We have clients in Sweden that have their own customers in Bulgaria, Romania, and many other countries. With CXone, it doesn't matter where our clients, or their customers, are located. CXone makes it possible for us to offer a contact center solution that covers the entire globe. We can also offer additional services like international phone numbers and locally-based professional services."

"In fact, we have now moved 1,000 agents off Genesys to NICE inContact, because the advantages are so great to having everyone on the same CXone platform. All of our agents are now 100% on NICE inContact."

### Making a Positive Impact on Business Outcomes

Per says that one of his favorite things about NICE inContact is feeling like they're part of a family. "We feel like we belong, which is fantastic. NICE inContact has had a tremendous impact on our business including helping us realize the cloud's efficiencies, delivering a positive customer experience across the Nordic region, and realizing economies of scale as we grow our organization."

## 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.

For more information, visit: [www.NICEinContact.com](http://www.NICEinContact.com)