NICE · CXone

Customer Profile

Global provider of technology, professional services, managed services, learning and staffing services.

Website

www.alphanumeric.com

NICE CXone Solutions

- CXone Omnichannel Routing
- CXone Workforce Management
- CXone Feedback Management
- inView™ Performance Management for CXone

Results Achieved

- 98% customer satisfaction rating
- 70% first contact resolution rate
- 53% reduction in abandonment rates year over year
- Increased ability to compete cost-effectively even with larger global competitors
- Expand into new markets due to flexibility of the cloud
- Reduced operational expenses by minimizing dependency on brick-and-mortar offices
- Boosted agent satisfaction and retention by offering a work-from-home option

On NICE CXone

"CXone has been a tremendous aid in helping us move into new global markets and compete against larger competitors."

Jay Baucom, Senior Vice President
Global Operations and Chief Information Office
Alphanumeric

Alphanumeric Systems Captures Global Markets with NICE CXone

About Alphanumeric

As a global technology and business services company, Alphanumeric Systems built its reputation through consistent innovation and a keen focus on exceeding customers' expectations. Its clients are located in over 35 countries and include a range of industries such as pharmaceuticals, medical, healthcare, financial and automotive.

Alphanumeric has over 400 agents around the globe that handle over 16,000 calls monthly. With the NICE CXone cloud customer experience platform, Alphanumeric utilizes a remote agent model which has been critical in supporting their entry into new global markets so they can cost-effectively compete with larger service providers.

The Challenge

In 2012, Alphanumeric began their global expansion in earnest, but they quickly realized their legacy platform was stifling their ambitious plans to expand operations internationally.

"I didn't know of NICE CXone at the time," explains Jay Baucom, Senior Vice President, Global Operations and Chief Information Officer at Alphanumeric. "We quickly realized the system we ended up choosing wasn't scalable or reliable and the technology was somewhat dated."

"It didn't take long to figure out we had made a bad decision and that the system couldn't grow with us as we expanded internationally. We went through the due diligence process again and evaluated other contact center platforms. We made the right decision in choosing NICE CXone and the rest is history," he explains.

The Solution

Expanding into new global markets with CXone

One of the major benefits Alphanumeric realized with CXone is the ability to cost-effectively implement a remote agent model across the world. The fact that the CXone platform is cloud-based means agents can be located anywhere—they just need a web browser and internet access.

"The cloud nature of CXone allows us to easily move into new markets," says Jay. "We can compete with much larger global service providers because of the cloud's flexibility and at a very competitive price."

"CXone gives us the flexibility to employ agents wherever they are located. It's driven significant operational cost savings, because we no longer need as many brick-and-mortar facilities," says Jay. "We've re-negotiated leases and downsized our physical locations because our agents can now work from anywhere."

Opportunities Identified

Cost-effectively expanding overseas with a remote agent model

"When we first implemented CXone, we offered agents the option to work-from-home as an incentive for outstanding performance," recounts Jay. "It was such a motivator and reduced turnover so dramatically, that we implemented a work-from-home policy across all our contact centers."

"Then we decided to use a remote agent model as we expanded overseas, because it was very cost effective," continues Jay. "CXone eliminates the need to buy a huge facility in Malaysia, for instance, in order to support new markets in Asia. It really allows us to compete on the global stage, because it's priced so competitively."

"With CXone, we've downsized our large facilities for smaller offices or eliminated them entirely, because our agents can now work remotely. Offering our agents work-from-home options also increased our retention rates, which are some of the best in the industry."

Jay Baucom, Senior Vice President
Global Operations and Chief Information Office
Alphanumeric Systems

CXone has outstanding reliability and redundancy

Alphanumeric Systems also benefits from the reliability and dependability CXone offers to ensure its global workforce can always access the system. "We tell potential clients that we have a best-of-breed cloud solution and our agents can work anywhere in the world. We have no service issues with the CXone platform, and we stand behind that," explains Jay proudly.

"Redundancy in the CXone platform and infrastructure is important to many of our clients, especially our larger pharmaceutical customers," says Jay. "A few of our contact centers provide clinical trial support to doctors and nurses so they're answering calls about severe reactions to drugs or vaccines. These calls can save a life so we absolutely want to be partnered with a company like NICE CXone that has a 99.99% uptime guarantee."

Optimizing resources across global locations

CXone Workforce Management plays a key role in ensuring operations are running smoothly at all of Alphanumeric's global contact centers. "Some of our contact centers back up other centers if call volumes rise dramatically or if a contact center has a disaster and can't take calls," says Jay.

"With CXone Workforce Management, we can view agent utilization at our centers which allows us to move resources around if needed. We've now started offering our clients flexible contracts based on that ability, which has opened up a new dynamic on resourcing and pricing services."

Managing client satisfaction with surveys and dashboards

Providing high-quality support is critical to Alphanumeric Systems so they use CXone Feedback Management to survey customers and gather performance data. "We have a quality team that's responsible for evaluating all of our contact centers' operations," says Jay. "They're constantly looking at customer feedback from CXone Feedback Management. We ask callers to take a post-call survey and, if they agree, CXone Feedback Management asks them to rate the effectiveness of the call, the agent's demeanor, etc.