

## Customer Profile:

DentalPlans.com has created a growing niche in dental care by marketing dental savings plans to U.S. consumers as an affordable alternative to dental insurance.

## Website:

[www.dentalplans.com](http://www.dentalplans.com)

## NICE inContact Solutions:

- CXone Omnichannel Routing
- CXone Email
- CXone Personal Connection
- CXone Reporting
- CXone Open Cloud Foundation

## Results Achieved:

- 17% reduction in average handle time (AHT)
- 50% reduction in abandoned calls
- 8% increase in average service levels
- Over \$400,000 in annualized cost savings

## On NICE inContact

“Having our entire call center on the CXone platform has made it so much easier to run our care operations, which has led to improved member satisfaction and cost savings.”

Gherman Duckworth,  
Senior Manager-Workforce Operations and  
Analysis, DentalPlans.com

# DentalPlans.com Realizes Gains in Efficiency, Savings & Satisfaction with NICE inContact CXone

## About DentalPlans.com

DentalPlans.com is an online marketplace for more than 30 dental savings plans from major carriers. The savings plans are affordable alternatives to dental insurance.

The company currently has over 100,000 contracted dentists, over 340,000 members and over \$55 million in annual revenue. Its 110 contact center agents handle 400k inbound and 1.1M outbound contacts annually, and the contact center accounts for \$17-18M of the company's annual revenue. The contact center operates seamlessly on one platform from three locations: Plantation, FL, Las Cruces, NM and Santiago, Dominican Republic.

## The Challenge

With rising dental care costs, dental savings plans offer a practical alternative to dental insurance. DentalPlans.com has carved out a fast-growing niche, acquiring nearly one-third of its 340,000 members in just the last three years, with no slow-down in sight. The 110-agent contact center is a major contributor to the company's growth, handling 1.1M outbound calls annually that generate membership sales and renewals. Provider- and customer-care teams also handle 400k inbound calls a year.

Prior to moving to the CXone platform, the contact center operation didn't run as smoothly. As recently as 2018, all member and provider care functions were outsourced. According to Gherman Duckworth, Senior Manager of Workforce Operations and Analysis, this outsourcing resulted in high costs and a lack of transparency and ownership of the customer experience.

“We were essentially blind-transferring calls as opposed to keeping the phone lines active during transfers,” he says. “But that meant we didn't have transparency on the back end of calls and had no control over AHT (average handle time). We couldn't control scheduling, and we really couldn't see in real time what was going on at all.”

## The Solution

Gherman says the company was unclear on what direction to take. “We wanted to streamline and close the gap on our deficiencies to be more effective and efficient,” he says. “We wanted to bring everything in-house, but cost seemed like a barrier, because we’d need as many as 50 extra licenses, additional ports [and so forth]. But after consulting with the NICE inContact team, we decided to pull the trigger. And I’m glad we did.”

DentalPlans.com has continued to see steady and impressive improvements since implementing the NICE inContact platform. “We were able to cut our abandon rate in half,” he says. “We went from about eight minutes a call to around 6:30 or 6:40—about a 16-17 percent drop. And because we were still on a per-minute model, cost savings from the reduced AHT alone made making the move worth it.”

### Improved Performance with CXone Workforce Management Efficiency and Visibility

Gherman says that the streamlining, efficiency and visibility that came with implementing CXone Workforce Management Enterprise, in addition to consolidating on a single platform, has improved performance.

“Part of the drop in AHT was because we could schedule better, manage in real time,” he says. “We were able to take some of our sales agents and cross-train them to actually back up our care business—something we couldn’t do before. So we gained a lot of efficiency. We were able to train agents, because now we had the recordings and we could hear what was lacking. Helping our agents become stronger, more intelligent, has really helped speed up the calls.”

“I started [in the business] doing WFM on Excel spreadsheets,” he says. “I’ve seen the gamut. You absolutely need the visibility, the transparency [of WFM] to make the operation run efficiently.”

“Even before we made our move, I’d always thought that the NICE inContact platform was the best. So I’m really excited to see what comes next.”

Gherman Duckworth, Senior Manager-Workforce Operations and Analysis, DentalPlans.com

### Personal Connection Boosts Outbound to 100,000-120,000 Calls a Month

Contact center agents handle both inbound and outbound calls. Outbound calling is done largely through Personal Connection, which Gherman says, is driving incredible productivity gains.

“Manually, we could do about 5,000 calls a month,” he says. “But through Personal Connection, we can make anywhere from 100,000 to 120,000 calls a month.”

Agents also pursue email leads and work with Marketing to follow up on chat leads.

“We’re able to really take advantage of skills-based distribution on NICE inContact,” he says. “Emails are distributed equally efficiently, rather than having them forwarded manually. That’s made that whole process a lot smoother.”

### “With NICE inContact, I see a company going in the right direction...a one-stop shop...”

Looking ahead, Gherman sees more opportunities for expansion on the horizon. WebMD is now a sister company, and DentalPlans.com has also merged with Henry Schein, a leading provider of dental supplies and equipment. The contact center—and NICE inContact—will continue to play pivotal roles in the company’s growth.

“We’re entering the relationship [with Schein] with the direct-to-consumer piece already perfected as we continue to grow the business,” he says. “The opportunities are endless.”

Gherman also sees parallels with NICE inContact. “With NICE inContact, I see a company going in the right direction,” he says. “It’s similar to what’s going on in our business—everything in a one-stop shop.”

## About NICE inContact

NICE inContact is the cloud contact center software leader, empowering organizations to provide exceptional customer experiences with the world’s #1 cloud customer experience platform, NICE inContact CXone™. CXone combines best-in-class Omnichannel Routing, Workforce Optimization, Analytics, Automation and Artificial Intelligence on an Open Cloud Foundation to help companies act smarter and respond faster to consumer expectations. NICE inContact, a NICE company, is recognized as a market leader by the leading industry analyst firms, and serves customers in more than 150 countries, including over 85 of the Fortune 100 companies.

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