



## Customer Profile

Leading European energy company

## NICE CXone Solutions

- CXone Omnichannel Routing
- CXone APIs

## Results Achieved

- Increased customer satisfaction
- Boosted agent engagement
- Optimized marketing budget by focusing on channels with highest conversion rates
- Deployed CXone in just 90 days

## On NICE CXone

“The integration between CXone and Google Analytics makes it possible for our client to optimize its marketing budget. Because sales can be precisely attributed to the appropriate channels, the company doesn’t need to guess which campaigns are performing best.”

Mathieu Jougla  
Business Development Director for Global Technology Enablement, Webhelp

# Utilities Company Integrates CXone and Google Analytics for Digital Customer Acquisition

## About the Client

This fast-growing energy company has an important mission: support energy transition by investing massively in renewable energy sources. The company has a broad presence across Europe, and with over 20,000 employees, it is one of Europe’s largest producers and retailers of electricity and heat.

## The Challenge

Recently, the company expanded into the competitive French consumer market with the goal of helping to reduce users’ dependency on fossil fuels. Its 23 advisors handle 100,000 contacts annually using phone, email and chat.

To launch its new French operation, the company engaged Webhelp, a global leader in business process outsourcing and a NICE CXone partner, to act as a managed service provider and deliver a scalable, omnichannel contact center solution.

“In the competitive French consumer market, customer service is a huge differentiator,” explains Delphine Burband, Global Technology Solutions Marketing Manager for Webhelp. “Our client wanted to implement a 100% digital sales strategy for all aspects of customer service, including lead acquisition, data management, conversion and more. The company also wanted a clear understanding of exactly which marketing channels produce the highest return in order to implement cost-effective customer acquisition campaigns.”

“In order to go to market quickly, the company also needed to have its customer service center live within 90 days,” Delphine continues. “To satisfy some unique requirements and a quick time frame, Webhelp needed to select a contact center solution that was easily customizable and scalable with future growth.”

## The Solution

### CXone integration with Google Analytics enables 360 degree customer management

Webhelp and its client’s French executive team chose NICE CXone as the best solution.

CXone offered a unique combination of ease-of-use and flexibility that enabled Webhelp to implement 360-degree customer management, including integration with Google Analytics, to track the customer journey from acquisition to conversion.

“We integrated CXone with Google Analytics using CXone APIs,” explains Mathieu Jougla, Business Development Director for Global Technology Enablement at Webhelp. “With this unique customization, our client can track leads from beginning to end in order to analyze channel conversion rates and pinpoint which marketing campaigns are performing best.”

The process starts when potential customers view the company's marketing banner on a third-party website. "It advertises on many different websites," explains Mathieu. "The banners display a phone number, which consumers can call to get more information, or they can click on the banner to be redirected to the website. Based on whether the prospect chooses to call or click, we use integration between CXone and Google Analytics to track the lead."

"For phone interactions, callers are given a unique phone number, so we know which third-party website they visited. If a prospect subscribes to our client's services, CXone sends an event to Google Analytics, which lets us track the entire lead-acquisition journey."

"For the web, it's a bit different," says Mathieu. "In that case, the viewer clicks on the banner and is redirected to the website. Then, if they initiate a web chat with an advisor and become a subscriber, a disposition code is assigned to the interaction indicating that a sale was made. The web chat invitation has a unique Google Analytics session ID so we can track the interaction from initial interest through conversion."

"This unique integration between CXone and Google Analytics makes it possible for the company to optimize its marketing budget. Because sales can be precisely attributed to the appropriate channels, the company doesn't need to guess which marketing campaign performs best," says Mathieu.

## Opportunities Identified

### Scalability supports cost-effective growth

It was also important that the contact center solution selected be highly scalable to keep pace with anticipated growth.

"It's critical that service levels are maintained as our client grows and its business needs evolve," says Delphine. "CXone is a very flexible and scalable solution. If interaction volumes fluctuate, we can quickly add new advisors and adjust our capacity. If we need to expand our omnichannel capabilities, such as supporting social media, it can be done very easily."

"Regardless of how quickly the company grows, infrastructure requirements can always be cost-effectively supported with

CXone. CXone's pricing is based on a pay-as-you-use model, which helps ensure predictable costs. It's reassuring to know that our client's future growth will always be supported without incurring additional infrastructure expenses," says Delphine.

**"With CXone, our client's future growth can always be supported without incurring additional infrastructure costs."**

**Delphine Burband**  
Global Technology Solutions Marketing Manager, Webhelp

### Unified platform streamlines training and performance tracking

The fact that CXone is a unified platform was also a big plus. "The company wanted to avoid having advisors spend unnecessary time navigating between multiple contact center solutions because the potential delay could negatively impact customer service," explains Delphine.

CXone's intuitive interface streamlined the training process, which was important to meet the 90-day deadline for going live. "CXone training was very quick because advisors had just one interface to learn. We've received very positive feedback from them; they feel CXone is very intuitive and easy to use," says Delphine.

"Using a unified platform also lets us quickly track performance—even across different channels—and ensure that we're satisfying SLA requirements," explains Mathieu. "CXone is a key part of our client's strategy to successfully enter the French consumer market. The company is highly satisfied with CXone because it's giving them very useful information related to their marketing campaigns," says Mathieu. "The managed solution we've created for our client using CXone helps the company successfully close deals, increase sales and optimize marketing."

Delphine echoes that sentiment. "When you're building a company, things can change quickly as you learn what works. The fact that CXone is very flexible and can easily keep pace with our client's growth is critical. This company needed a unified cloud solution like CXone that can evolve to satisfy its future needs."

## About NICE

With NICE, it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, we're a worldwide leader in AI-powered contact center software. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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