

## Case Study

# Mitchell

### CUSTOMER PROFILE

Automotive

### WEBSITE

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

### NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Open Cloud Foundation
- CXone Agent for Salesforce®
- CXone Analytics
- CXone Personal Connection

### RESULTS ACHIEVED

- 10% increase in customer satisfaction
- 7.1% increase in productivity
- 49.1% improvement in service levels
- 64% decrease in expenses

### ON THE NICE SOLUTION

“Our business is relatively complex because we have different business divisions, and we give them flexibility in deciding how they want to manage their contact centers. Since NICE CXone is so easy to use, the contact center managers can make many of their system changes, such as modifying IVR scripts, while still maintaining a consistent brand and voice for Mitchell.”

Pauline Mulvey  
Vice President of Enterprise Business Technology  
Mitchell



mitchell

## Mitchell Reduces Costs and Boosts Service Levels with NICE CXone

### ABOUT MITCHELL

When it comes to servicing claims for Property & Casualty and Workers Compensation, Mitchell's 400 customer service agents help insurance payers and their networks and partners navigate the claims management process. However, the company's on-premises Avaya PBX was impeding growth and stifling customer satisfaction due to its inflexibility and high maintenance cost. By switching to the NICE CXone, expenses fell 64%, and service levels met daily goals.

### THE CHALLENGE

#### NICE CXone and the cloud support Mitchell's rapid growth

Pauline Mulvey, Vice President of Enterprise Business Technology, explains: “Because of our business growth, we needed redundancy for our old Avaya PBX, but it was going to be a huge expense to upgrade. We decided to move to voice over IP instead and began looking for a cloud solution that was easy and intuitive so our business employees could make day-to-day changes versus IT being a bottleneck for everything. We found NICE CXone, and the results have been amazing.”

“In two years, our costs fell 64% by using NICE CXone versus staying with our old on-premises system. At the same time, service levels rose 49.1% and customer satisfaction improved 10%.”

# Case Study

## THE SOLUTION

“Our relationship with NICE CXone has boosted our service levels, dramatically reduced costs and improved the customer experience,” continues Mulvey. “We want to make it easy to do business with us, and NICE CXone is our partner in making that happen.”

### Agents can focus on high-value interactions

Mulvey is delighted that automating routine calls, such as payment reminders, with the NICE CXone Personal Connection outbound dialer has boosted agent productivity. She explains, “We used to manually make collections reminder calls to customers, which wasn’t a good use of our agents’ time. Now call lists are automatically created by pulling customer contact data from Salesforce, and Personal Connection makes the calls by dropping a recorded message. This frees our agents up to focus on high-value interactions, and it saves a lot of time, because we used to spend a whole day running reports and uploading them to the dialer.”

### Salesforce integration personalizes the customer experience

The integration between NICE CXone and Salesforce plays a role in personalizing customer interactions. Mulvey explains, “Screen pops display an incoming caller’s information from Salesforce so our agents know who they’re talking to before they answer the call. The screen pops show the caller’s name, previous calls and ticket history so our agents don’t need to ask unnecessary questions. It also saves about two to three minutes per call, because there’s no need to manually log in to Salesforce and pull up a customer’s information.”

“We also use NICE CXone Agent for Salesforce® to identify incoming calls’ ANI and automatically route them to the appropriate team. For instance, Premier customers are routed to a special handling team, and customers with outstanding bills are routed to Collections. Agent for Salesforce has improved our interactions, because our agents have all the information they need about a customer at their fingertips – they don’t have to go searching

for it. And our customers enjoy the personalized, streamlined experience.”

### Boosting agent productivity with NICE CXone click-to-dial

Mitchell also believes that happy agents create happy customers. By implementing NICE CXone click-to-dial, they’ve improved customer interactions and made the entire process smoother and more streamlined for their agents. Mulvey says, “It comes across on the phone when an agent is working with a tool that’s frustrating. Our sales team uses NICE CXone click-to-dial to quickly make calls without manually punching in a phone number. They were so excited when we showed them click-to-dial. One of them said, ‘Instead of eight calls a day, I’ll be able to make 12!’ Everything is just so much faster and efficient.”

### Greater visibility with CXone Analytics

With Mitchell’s previous on-premises system, getting data was a tough task. It was cumbersome and time-consuming to run reports, and there was little visibility into specific metrics. CXone Analytics made a significant impact on Mitchell’s business. “We can now make business decisions based on real data as opposed to information that’s out of date. We use NICE CXone to run management reports and also to look at call data and analyze how customers are flowing through our organization. For instance, CXone Analytics can tell us how many times a particular call was transferred and why. We can then easily fix that customer pain point by modifying the IVR script without involving anyone from our technical team. Without the visibility NICE CXone provides, it would be nearly impossible to pinpoint issues like these, but they can have a big impact on customer satisfaction.”

### “NICE CXone is very good at being a true partner”

How quickly did Mitchell realize a return on its investment? Immediately, according to Mulvey. “As soon as NICE CXone was up and running, we saw big improvements, including a more streamlined customer experience, reduced costs and the

ability to get real time information. One of our managers said, ‘Now my service levels are hitting their goals, and it’s because calls are going to the right person the first time.’ These gains made a big difference to our bottom line.” Mitchell’s success can be attributed to doing business with a true partner – not just another vendor.

Mulvey has high expectations for any cloud application provider she works with and NICE CXone has exceeded them. “We need a different level of service from a cloud vendor, because our business is so tightly intertwined with their solutions and services. NICE CXone understands this and is very good at being a true partner. When I have issues, I’m comfortable reaching out to anyone at NICE CXone.”

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## About NICE

With NICE (Nasdaq: 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, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. 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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