

Customer Profile:

Global Industrial is a retailer of industrial equipment and supplies for businesses throughout North America.

Website:

www.globalindustrial.com

NICE inContact Solutions:

- CXone Omnichannel Routing
- CXone Quality Management Enterprise
- CXone Interaction Analytics Pro
- CXone Reporting
- CXone Open Cloud Foundation

Results Achieved:

- 4% increase in service levels
- Improved customer satisfaction
- Boosted agent engagement Improved customer experience and agent productivity
- Introduced self-service capabilities

On NICE inContact

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CIO for Systemax, parent company of
Global Industrial

Global Industrial Boosts Customer Satisfaction and Employee Experience with NICE inContact

About Global Industrial

For over 60 years, Global Industrial has provided private label and brand name industrial equipment and supplies to businesses throughout North America. They employ about 500 agents, spread across multiple locations, who handle around 6,000 calls per day.

The Challenge

Global Industrial's decades-old Avaya system was reaching end-of-life. It didn't offer the functionality to support their growing business such as call monitoring, in-depth analytics, or real-time reporting. “Our old on-premises Avaya system no longer fit the needs of our business,” says Manoj Shetty, CIO for Systemax, the parent company of Global Industrial.

At the same time, Global Industrial's business was growing, and they didn't have visibility into important customer metrics. “We couldn't qualitatively track key call handling metrics,” says Manoj. “We also had no idea if we were delivering high quality service.”

The Solution

Improving the Customer Experience and Boosting Efficiency

“We went out to the market to see what was available,” says Manoj. “And we decided to switch to the NICE inContact CXone cloud customer experience platform.”

With CXone, Global Industrial has improved the customer experience and boosted operational efficiencies. “With CXone, we've seen dramatic improvements in our customer hold times, and we were able to substantially reduce the number of abandoned calls. Our service levels have improved by 4%.” says Manoj.

“Our managers use dashboards from CXone to gain immediate insight into call volume, which helps them appropriately manage staffing. They know when peak volumes will occur, and they can staff appropriately and stagger the agents' breaks. All of those actions have driven down call wait times and abandon rates.”

“Some our calls are requests for account balances or order status,” says Manoj. “We’ve set up CXone Interactive Voice Response so customers can get that information without speaking to an agent. The self-service automation makes our team more efficient, because agents can focus on delivering value in other areas.”

Opportunities Identified

Driving High Performance with Real-Time Reports and Dashboards

The move to NICE inContact gave Global Industrial insight into key performance indicators that they desperately needed. Today, they use CXone Reporting to monitor and manage performance and keep different levels of their organization informed.

Reporting on key metrics has driven performance gains for agents. “We now have visibility into what our agents are doing. If an agent develops a pattern of bad calls, then that becomes part of their training,” says Manoj.

Improving Interaction Quality and Reducing Call Length

Implementing quality management processes is another important method for improving efficiencies and identifying issues. “We run scripts or search for certain key words using CXone Quality Management Enterprise,” explains Manoj. “We have staff who listen to calls, make notes, and provide feedback to sales management. If they uncover trends that warrant coaching, such as when calls are taking longer than normal, they’ll inform the management team.”

CXone Quality Management has had a positive impact on call metrics. “The duration of calls has been reduced by 16%,” explains Manoj. “It makes our team more efficient, and customers get the information they need more quickly.”

Global Industrial is using CXone Interaction Analytics Pro in an innovative way to identify customer service issues at an aggregate level. “We use omnichannel analytics to look for specific keywords such as ‘do not want to place an order’ or ‘customer’s order status’, and we assess how frequently they occur,” explains Manoj.

“If the frequency of these keywords increases, we ask the quality team to review those calls to determine if there’s a product issue or a recall, for instance. The combination of CXone Interaction Analytics Pro and CXone Quality Management Enterprise gives us insight into customer issues so we can address them quickly.”

“The CXone implementation process went smoothly, and the trainer was awesome. We rolled out CXone to 500 agents without a hitch.”

Manoj Shetty, CIO for Systemax, the parent company of Global Industrial

Integration with Enterprise Resource Planning (ERP) System Gives Agents Critical Customer Information

Integrating CXone with the company’s homegrown ERP system, has helped Global Industrial address customer queries more quickly and accurately and increase first call resolution rates.

“When a call comes in, we do a phone number look up, and ‘pop’ information from the ERP system on the agent’s screen showing the customer’s current order status, open orders, etc. This is another key factor in reducing call length and helping drive a positive customer experience.”

Better Insights into Email Inquiries

NICE inContact CXone also gave Global Industrial a new way to track and report on email handling. “We implemented CXone Email in our customer service group,” explains Manoj. “We wanted better insights into key performance indicators for email just as we have for voice interactions,” says Manoj.

As a result, they’ve gained additional insights. “Before, we had no visibility into email handling. Now, we know exactly what portion of the day agents are answering emails, the number of emails processed, and the type of emails handled.”

Increasing Customer Satisfaction and the Agent Experience

When asked about the top business outcomes Global Industrial has realized from using CXone, Manoj says, “Our customer satisfaction has gone up, because there’s less wait time, more automation, and we’re delivering higher quality service.”

“CXone has also improved the employee experience, because our agents now know how they’re performing in comparison with their colleagues. They’re no longer guessing, and it drives a certain level of internal competition between the agents.”

“NICE inContact CXone helps us analyze how each agent is performing so we can deliver a better customer experience. Customer satisfaction is a key metric for Global Industrial, and CXone helps us drive better quality interactions.”

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