

## Case Study

# MoneyGram

### CUSTOMER PROFILE

International money transfer company

### WEBSITE

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

### NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- inView™ Performance Management for CXone
- CXone Quality Management
- CXone Feedback Management
- CRM Integration: CXone Agent for Salesforce™
- CXone Open Cloud Foundation

### RESULTS ACHIEVED

- 30% reduction in average call handling time for digital channel queue
- 5% reduction in transfers
- Greatly simplified system by reducing IVR applications from 30 to three
- Reduced overall costs while gaining far more functionality

### ON THE NICE SOLUTION

“We had a great implementation team from NICE CXone, especially from a development perspective, which made our transition really simple.”

Doug Klees  
Head of Customer Care  
MoneyGram International



## MoneyGram Unifies 13 International Contact Centers with NICE CXone

### ABOUT MONEYGRAM

MoneyGram International is a global provider of money transfer services with approximately 350,000 locations in 200 countries and territories. The company is trusted by tens of millions of consumers across the globe for affordable, reliable, and fast money transfers.

### THE CHALLENGE

MoneyGram has a mix of 300 internal and 1,300 outsourced representatives based in 13 locations around the world, including the U.S., Italy, Bulgaria, Nicaragua, Morocco, China, India and the Philippines. The team services over 13 million calls annually. Their old on-premises system no longer met their needs due to frequent downtime and lack of integration with other systems.

Doug Klees, Head of Customer Care, explains, “The lack of integration was a big problem for us. We had four different quality management systems, and our outsourcers had their systems. We had over 30 different IVR applications and each one sounded different. We were also frustrated with the on-premises system’s frequent downtime. That was what really kicked off the RFP process.”

## Case Study

“We decided it was time to take more control from our side. We knew we wanted a reliable cloud-based solution that was truly integrated, so we selected NICE CXone.”

**“Moving to NICE CXone is going to reduce our costs, or keep them the same, and we’re going to have a lot more functionality than we had on our old on-premises system.”**

Doug Klees, Head of Customer Care  
MoneyGram International

### THE SOLUTION

#### Implementing a simplified, unified solution

The need to simplify and unify their global contact center team with one cloud-based solution was critical. Doug explains, “With CXone, we now have one common application across all our locations, which we didn’t have before. We’ve improved customer service for both consumers and our frontline agents that work in brick and mortar stores around the world. Our contact center representatives’ productivity and efficiency has also increased, because CXone has an easy-to-use interface.”

Standardizing all 13 contact centers on CXone also garnered other benefits. “We used to have over 30 different applications for our IVR, and with CXone, we’ve simplified that down to three,” says Doug. “That was a big win for us. Now we don’t have different applications to maintain; plus we’re presenting a more professional, unified image to our customers. For example, previously we had different voices for each IVR application—some were male and some were female. Now we have a consistent message and persona.”

“CXone is also far more stable than our old platform. We no longer need to worry about the system going down and interrupting our business.”

#### Reducing AHT with Intelligent Call Routing

MoneyGram offers support in 30 languages, and one of their biggest challenges was getting callers

to the right representative who spoke their language. By implementing intelligent call routing based on skills, they reduced average call handling time by 30% for the digital channel queue (which represents about 20% of their representatives) and transfers by 5%. “We setup skills for each language we staff so we can quickly route a call to the appropriate representative,” explains Doug.

For callers that speak less common languages, MoneyGram would often bring in a third-party company to translate the call. “One of our goals was to minimize using the translation company, because we pay for each of those calls,” says Doug. “With CXone, we can now determine if one of our representatives speaks the target language and utilize them as an interpreter. Reducing translation costs was one of the biggest benefits we realized when switching to NICE CXone from our old system.”

#### Ensuring high quality interactions

With a mix of internal and outsourced representatives, ensuring high quality interactions is a must. Before CXone, that was difficult, because MoneyGram’s previous on-premises system had four different quality management systems and each outsourcer also used their own system.

“We have a centralized quality team in Warsaw, Poland, that selects which calls to review each month,” says Doug. “Then we have other quality teams at different sites that listen to calls and score them. With our old on-premises system, the teams used different quality systems so it was difficult to find calls. With CXone Quality Management, everyone is using the same system which has positively impacted productivity. It’s much easier to locate specific calls, and we can more easily compare quality results across locations.”

#### Using survey results to gauge feedback

In addition to reviewing calls, MoneyGram also implemented CXone Feedback Management to get first-hand feedback from customers. “We’ve created optional, post-call surveys with CXone

Feedback Management,” explains Doug.

“Customers fill out an online survey, and they can even leave verbal comments. Those results give us direct customer feedback at a representative level. We’ve used that information to create scorecards using inView Performance Management for CXone so we can compare locations and rank them based on performance.”

“There are a lot of good insights in CXone Feedback Management,” continues Doug. “It’s interesting to see how our different sites are ranked. Next, to get a broader view of our business performance, we plan to connect our quality data with the CXone Feedback Management results.”

#### Far more functionality at a better price

MoneyGram trained 1,600 worldwide users in one week by using a combination of computer-based training and a train-the-trainer approach. “We had a great implementation team from NICE CXone, especially from a development perspective, which made it a really simple transition,” says Doug.

Doug’s enthusiasm for CXone is evident when he explains, “We’re getting more applications and tools with CXone than we had before. It’s definitely better from a financial perspective. Overall, moving to NICE CXone is going to reduce our costs, or keep them the same, and we’re going to have a lot more functionality than we had before.”

### 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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