

Case Study



Global Industrial Boosts Customer Satisfaction and Employee Experience with NICE CXone

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



CUSTOMER PROFILE

ABOUT Global Industrial is a wholesale retailer and supplier of industrial equipment for corporations, government agencies, and consumers across North America.

INDUSTRY Retail, Wholesale Industrial Supplies

WEBSITE www.globalindustrial.com

LOCATION North America

AGENTS 500 agents across multiple locations

- GOALS**
- Improve customer experience and agent productivity
 - Increase efficiency and reduce call length
 - Understand and improve interaction quality
 - Provide visibility to real-time agent performance

- PRODUCTS**
- Omnichannel Recording
 - Quality Management
 - Interaction Analytics
 - Reporting
 - Open Cloud

- FEATURES**
- Objective, consistent reporting on agent performance patterns and trends
 - Redesigned IVR using interaction data to align with business needs, increasing automation
 - Integration with internal resource planning to implement screen pops and reduce FCR



4% INCREASE
IN SERVICE LEVELS



16% REDUCTION
IN AVERAGE CALL DURATION



BOOST
AGENT ENGAGEMENT



IMPROVE
CUSTOMER EXPERIENCE
AND AGENT PRODUCTIVITY



INTRODUCE
SELF-SERVICE CAPABILITIES

01 THE BEFORE

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."

02 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 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 of 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 needing an agent. The self-service automation makes our team more efficient, because agents can focus on delivering value in other areas."

04 OPPORTUNITIES IDENTIFIED

Driving high performance with real-time reports and dashboards

The move to NICE CXone 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," 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 gives us insight into customer issues so we can address them quickly."

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 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 information on 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 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.”

“With our previous system, we couldn’t get reports until the next business day, which was crippling. With CXone, we have real-time reporting so we can make intelligent business decisions immediately.”

MANOJ SHETTY

CIO

SYSTEMAX, PARENT COMPANY OF GLOBAL INDUSTRIAL



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 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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