

## Case Study

# Goodwill Industries

### CUSTOMER PROFILE

Goodwill Industries of San Antonio Business Services provides business solutions, including outsourced contact center services, while creating employment opportunities for individuals with disabilities and veterans.

### WEBSITE

[www.gwsabusiness.org](http://www.gwsabusiness.org)

### NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- Email
- Chat
- CXone Workforce Management
- CXone Quality Management
- CXone APIs
- CXone Reporting

### RESULTS ACHIEVED

- Reduced contact center technology costs by 75%
- Secured three new commercial contracts valued at over \$1.7M annually and created
- 50+ jobs for people with disabilities
- Maintained a 95% service level for new commercial clients
- Increased ratio of time worked to time billed from 80 to 95%
- Boosted agent satisfaction
- Increased supervisor engagement

### ON THE NICE SOLUTION

“CXone gives us the flexibility we need to expand beyond government clients and land clients in the commercial sector.”

Joshua Gomez  
Vice President  
Goodwill Industries of San Antonio Business Services“

## Goodwill Industries of San Antonio Business Services successfully expands into new markets with CXone

### ABOUT GOODWILL INDUSTRIES OF SAN ANTONIO BUSINESS SERVICES

Goodwill Industries is widely known as a non-profit organization that generates revenue through the sale of donated goods to support educational and career programs for the local community. It's less well known that Goodwill Business Services provides business solutions, such as outsourced omnichannel contact center services, to provide meaningful employment for veterans and adults with disabilities or other barriers to employment.

The organization has been delivering business solutions and employment solutions for over 40 years. Approximately 89% of its workforce have a disability.

With three contact centers located in San Antonio, Texas, its 200 agents handle 2.2 million interactions annually.

### THE CHALLENGE

Goodwill Business Services had been providing contact center services to federal entities for years but wanted to expand into the private sector. This goal was hampered by its combined Cisco-Genesys system, however. The organization was running Genesys software on outdated, on-premises Cisco hardware—a system that was increasingly ineffective.

“We needed to scale agents up or down quickly, integrate with other systems and support multiple channels in order to land commercial clients,” says Joshua Gomez, Vice President, Goodwill Industries of San Antonio Business Services. “We couldn't do that with Cisco-Genesys.”

## Case Study

In addition, the system was difficult to use. “Cisco and Genesys both require a lot of hand movements,” he says. “That’s challenging for some of our disabled agents, who found the system very stressful.”

Managing agent schedules was also problematic. “Our scheduling process was very difficult,” Joshua said. “We imported data into two systems to create baseline FTE (full-time equivalent) requirements per interval and then created the schedules manually. It was difficult and time consuming.”

Since the combined Cisco-Genesys product was on premises, Joshua didn’t have the ability to easily scale his workforce. “We’re a business process outsourcer, so if the number of clients we’re servicing varies, we need to scale our workforce accordingly.”

**“In our last government contractor performance rating, we achieved a score of ‘exceptional.’ CXone is a big driver of client satisfaction.**

Joshua Gomez, Vice President  
Goodwill Industries of San Antonio Business Services

## THE SOLUTION

Joshua and his team started to search for a cloud contact center solution that satisfied their requirements. “We reduced 15 solutions down to three: NICE CXone, Five9 and one that blended Monet software and Aircall,” Joshua said. “NICE CXone came out on top, largely because of how easy it is to use.”

“Basically, I was looking for a ‘contact center in a box,’” he said. “We needed something that could fulfill our current and future requirements. CXone has that flexibility.”

The price was also appealing. “CXone gives us a better solution at 75% of the price of the Cisco-Genesys combo. That’s important because a workforce with disabilities is often viewed negatively by potential commercial clients—at least at first,” Joshua said. “With CXone, we can price our services competitively to get our foot in the door.”

Joshua also values CXone’s omnichannel capabilities and the ability to offer more communication choices. “Incorporating additional channels, such as chat, email and social media, is a value-add service for our clients and a strong differentiator for us.”

Not employing an IT staff member to support CXone provides additional cost savings. “We can manage CXone and make changes to the IVR ourselves,” Joshua said. “We didn’t have to buy expensive on-premises hardware either.”

## OPPORTUNITIES IDENTIFIED

### Improved ease of use for greater employee satisfaction

With CXone, Goodwill Industries of San Antonio now has a contact center solution that’s easy for all its employees to use. “CXone is a much more user-friendly platform than the Cisco-Genesys combination,” Joshua said. “Our agents love it, which has minimized turnover.”

This ease of use also increased supervisor engagement. “With CXone, our supervisors set up their own team dashboards and want to share them with everyone,” Joshua said. “They’re much more invested in what they’re doing.”

### Increased productivity and staffing efficiencies

With CXone Workforce Management, Goodwill Industries of San Antonio has more accurate forecasting, which has driven productivity and efficiency gains. “We reduced a client’s workforce requirements from 40 agents to 29,” Joshua said. “And we’re still satisfying our service level agreements.”

Improved workforce management is particularly critical for scheduling staff to satisfy service level targets. “As an example, we were hit with a bad strain of the flu, resulting in a workforce shrinkage of 40%,” Joshua said. “We moved people to areas where service levels would be most impacted. As a result, we pulled off a 90-plus service level—and our target was 80.”

Additionally, CXone reduced after-call work time, which was unnecessarily high with its old system. “The Cisco-Genesys combination had an automated 30-second wrap-up time after each call,” he said. “If you multiply those unnecessary 30 seconds by 100 agents, that’s a lot of lost time and productivity. With CXone, agents are ready to handle the next interaction when the previous call finishes, or we can set an appropriate threshold. CXone lets us do more with less.”

### Sharing metrics with clients increases customer satisfaction

Since CXone is a cloud solution, it’s easy to give clients access to their data. “We believe in transparency, which means we give our clients access to everything,” Joshua said. “They can see how many agents are scheduled to support their business, service levels and important metrics.”

This level of visibility contributes to positive client relations. “Transparency builds trust,” Joshua said. “Because we’re sharing critical data with our customers, they’re more willing to collaborate with us.”

This unique differentiator is also important in driving new business. “Our clients love the transparent reporting,” Joshua said. “And they’ve been vocal about recommending us because of it.”

Joshua is confident that CXone will meet his organization’s needs now and far into the future. “CXone’s functionality is so broad that it satisfies our current requirements and any new ones we’ll have down the road.”

He’s also excited to add more commercial clients to the company’s roster. “Thanks to CXone, our agility and flexibility have translated into more business opportunities while also providing meaningful employment for those who need it most.”

## 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.

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

For the list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>

