

SUCCESS STORY | HOSPITALITY

Leading B2B hospitality solutions provider improves operational efficiency and CX by migrating to NICE CXone

Improved first-call resolution and enhanced customer experience



About the client

The client is a hospitality industry B2B solutions provider that enables hoteliers to connect with guests using a guest data platform and communication solutions to generate direct revenue and power unforgettable guest experiences. It has locations in Singapore, Amsterdam, and Palo Alto.

Requirement

The client's primary business goal was to switch to a cloud contact center platform to increase operational effectiveness and lower support, upgrade,

and maintenance costs. The client shortlisted NICE CXone and aimed to give control over telecom carrier responsibilities (such as managing and maintaining phone numbers) and make the new system easier for hundreds, if not thousands, of customers. They wanted to provide advanced feature sets, such as call routing, quality management, workforce management, administration, analytics, etc., available to customers.

Solution

To replace the current contact center solution, Servion deployed NICE CXone with the US instance supporting agents in the US. The solution also included the following:

- Dynamic IVR implementation with pre-built reports and dashboards for a thorough analysis of the customer journey
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- A CTI screen pop using the CXone Agent that gives agents a 360-degree view of the customer, enabling them to provide a better customer experience. This view includes customer information, interaction history, wrap-up, and other features.
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- Integration of a softphone (WebRTC) for incoming and outgoing telephony allowed agents to take calls on their laptops or desktops while using a browser.
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- Configuration and migration for more than 3000 agents.

Benefits

The client saw several real benefits from the cloud migration, in addition to increased agent productivity and call handling, including:

- All contact center applications were integrated with NICE CXone, with plenty of room for future solution additions
- The new cloud contact center platform allowed more than 3000 agents to work remotely without sacrificing the quality of the customer experience
- It improved first-call resolution by giving agents access to customer data and interaction history via screen pop

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