

Case Study

Auckland Council

CUSTOMER PROFILE

Auckland Council is the local government authority responsible for strategic and day-to-day services for Auckland residents including managing elections, recreation, property valuations, licenses and more.

WEBSITE

www.aucklandcouncil.govt.nz

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Performance Management
- CXone Workforce Management
- CXone Quality Management
- CXone Feedback Management

RESULTS ACHIEVED

- Time and budget savings in system maintenance and enhancements
- Improved customer satisfaction
- Increased staff engagement
- Decreased abandonment rate
- Boosted workforce efficiency and customer satisfaction by enabling agents to work across any channel

ON THE NICE SOLUTION

“CXone enhances the customer and agent experience through better visibility and functionality for the agent and putting the customer in control of their experience.”

Dave Riches
Manager of Business Excellence
Auckland Council



Auckland Council Takes Customer and Agent Experience to the Next Level with CXone

ABOUT AUCKLAND COUNCIL

Auckland Council is the local government council for the Auckland region in New Zealand. Auckland residents rely on the council to manage a broad range of municipal functions including property rates, rubbish and recycling collection, premise licenses and registration, parks and recreational facilities.

Its busy contact centre employs 250 agents who service 32 business units and hotlines. The agents handle over 1.5 million interactions annually via phone and email.

THE CHALLENGE

Unfortunately, the council's on-premises solution, couldn't keep up with its intense customer service demands and was hampering the council's mission to provide outstanding customer service.

“The platform didn't meet our business or technology requirements and had reached its end of life,” says Dave Riches, Manager of Business Excellence at Auckland Council.

The solution was difficult to update and the contact centre had very little control over ongoing enhancements. Dave explains, “If we wanted to add an option to the IVR, launch a campaign phone number or add a new team, it took a long time to make the changes and often was cost-prohibitive.”

Case Study

The system also lacked self-service functionality. “We wanted to move towards more self-service options for our customers to give them more choices for getting information. That would also free up our agents to focus on more complex calls,” says Dave. “The platform didn’t have any future-focused technology such as chatbots or a conversational IVR. It was impossible to meet the needs of a future-focused, customer-centric environment with what we had.

“With more customers choosing to use digital channels, including email, and the complexity of interactions increasing, council needed a new platform that was ‘fit for the future’ and could be easily updated with new functionality as the business requirements shifted over time.

Council began evaluating cloud contact centre solutions to find the perfect fit. “We needed to invest in an omnichannel platform that met our front-line and support teams’ requirements and the evolving needs of Aucklanders.”

THE SOLUTION

The council established four main evaluation criteria in its search for a cloud contact centre solution: alignment with its business objectives, a cloud architecture, organisational alignment between the council and the vendor and a price that fit within its budget. “We evaluated different solutions to understand which one would best meet our needs.”

After evaluating vendors, the council chose NICE CXone. “NICE CXone satisfied our business requirements and architectural criteria,” says Dave.

The impact was immediate. “Just by managing CXone ourselves, we’re saving time and money by not having to ask a third-party to make system updates,” says Dave. “We’re also answering calls in a more timely manner, which has reduced our abandonment rate by 7%. The benefits are shaping up to be significant.

“CXone also reduces the effort customers expend to get support. CXone helped us reduce the

amount of friction in our customer support process so it’s easier to do business with us. That’s due to all the productivity gains we’re realising from CXone,” says Dave.

“CXone helps us provide the best possible customer experience for Aucklanders now and into the future.”

Dave Riches, Manager of Business Excellence
Auckland Council

OPPORTUNITIES IDENTIFIED

Omnichannel improves agents’ efficiency and customer satisfaction

CXone’s omnichannel capabilities mean agents can switch between channels, which increases their efficiency and helps them quickly service interactions. With council’s previous system, the agents couldn’t service multiple channels. The ability to quickly switch to email when call volumes are low helped improve customer satisfaction by 24%.

“With CXone, our agents can work across both voice and email,” says Dave. “During the graveyard shift, when there aren’t many calls coming in, agents can automatically switch over to emails. If calls start to pick up, and an agent is halfway through processing an email, they can just switch back to answering calls.”

“Once the phone volume subsides and no calls are waiting in the queue, CXone presents the same email to the agent again. It’s increased our workforce’s efficiency and improved customer satisfaction. It’s a game-changer for us.”

Interaction handling made simpler

CXone Workforce Management also helped to reduce abandon rates by ensuring the right number of agents are consistently available to service interactions.

Dave explains, “Our previous workforce management system required a lot of data entry and was

cumbersome. It was difficult to schedule the right people to work at the right time. With CXone Workforce Management, we know how many agents with specific skills that we need to satisfy call volumes.

“CXone has also helped to make our agents more efficient in other areas. “We’ve streamlined our call-handling processes. The amount of time taken to find a customer’s details has decreased through the creation of an agent desktop. This provides all the necessary customer details in one view, as well as a direct link into the correct knowledge base article.”

Boosted agent engagement

By integrating all functionality on CXone’s unified platform, the council now has visibility into all aspects of the customer experience. “One of the biggest benefits realised is improved visibility into all of our processes. Our senior stakeholders appreciate having an in-depth view of our customer service operations. And, it helps to drive a continuous improvement focus on our operations.”

Dave continues: “With CXone, we can examine all the processes we use to service interactions. We use that information to make process improvements and system enhancements. This level of visibility enables better decision making.”

Council is also starting to use CXone Performance Management to track performance and identify the root cause of issues. “The real-time dashboards within CXone Performance Management are insightful. They’ve helping us achieve our goals and improve performance.”

“The agents are also enthusiastic about how CXone has changed their jobs for the better. CXone removed the tedious manual processes they used to do and increased the variety of work. Now agents have a solution that works and gives customers a really good quality experience.”

CXone satisfies Council’s future needs

Since NICE CXone regularly releases platform updates and develops new functionality, Dave feels

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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confident that CXone will satisfy the council’s support needs as they shift over time.

“It was very important to us to have a future-focused solution. Our customers’ expectations are continuing to change and we wanted a solution that supports our future requirements.”

“CXone has the maturity and innovation to serve us as we grow. Previously, we never imagined having a conversational IVR or a chatbot available to us. They were a pipe dream. With CXone, we’re now trialing that type of functionality. It’s made such a difference to the support experience.”

Dave shares advice with other contact centres considering switching to CXone. “All contact centres and customer service teams share the same high-level objective, which is to provide an engaging experience for their staff and a satisfying experience for their customers. CXone has the capability to enable these requirements. It requires hard work and change management, but the effort invested will pay off.”