NICE · nexidia

Transcom

Customer Profile:
Business process outsourcing

Website:
www.transcom.com

Locations:
Global

Business Needs:
- Global service consistency
- Accurate performance metrics
- Improved customer service
- Reduced IT costs

NICE Solutions:
- Nexidia Analytics

The Impact:
- Improved quality and support of coaching initiatives
- Improved revenue
- Reduced AHT
- Improved compliance
- Reduced cost of technology infrastructure and support

> "The NICE cloud solution reduced our technology infrastructure investment and lifted the IT support burden."
> - Andras Bacsa, Global IT Director

Cloud-based Analytics Provide Both Centralization and Specialization

About Transcom Worldwide

Transcom Worldwide (Transcom) is a "global customer experience specialist," providing business process outsourcing services of customer care, sales, and technical support. Company headquarters are located in Sweden, where Transcom was founded in 1995.

Transcom's global clientele is served through an extensive network of 29,000 employees, including representatives at 50 contact centers and many work-at-home agents. The company has a presence in 21 countries, delivering services in 33 languages to international brands in various industries.

The Challenge

Transcom defines its principal role as positively impacting customer loyalty and increasing revenue for its clients, by making service and support interactions as effortless and enjoyable as possible for the client's customers. The company provides customer engagement through multiple channels, including phone, email, chat, and social media.

Transcom invests in retaining an engaged, skilled, and enthusiastic workforce as key to its "smarter people experiences and excellent customer service." However, the company recognizes that the best results for its clients also depend on effective, consistent, advanced and reliable technology.

With its global network, spanning 21 countries, 50 contact centers and built up over decades, Transcom's technology estate was widely dispersed and inefficient. Its many disparate homegrown and third-party systems were difficult to coordinate and made performance hard to measure across the enterprise.

In light of the company's size and spread, leadership decided that a cloud solution would provide coherent and consistent performance analytics from across its global assets. To that end, Transcom sought a flexible solution that would ensure simplified implementation, of both infrastructure and services, across the company's locations and work-at-home employees.

With cloud-based cutting-edge technology in place for obtaining analytics regarding its services, Transcom expected to be able to deliver tangible results for its clients and reduce its IT costs.

![NICE]

The Solution

Transcom found NICE Nexidia Analytics to be the most comprehensive cloud-based solution for analyzing the very wide array of its agent interactions, both in-house and work-at-home. With omnichannel capabilities, Nexidia Analytics derives actionable sentiment intelligence from both speech- and text-based communications.

As for implementation, Transcom found the NICE solution easy to build and manage. Its single, uniform administration tool, alongside customizable scorecards and reports, meant that it would effectively support services for the full array of Transcom's clients, yet provide a coherent overview.

Transcom initially decided to deploy Nexidia Analytics as a pilot program in the context of services provided to an established client in the Spanish market. Among the metrics to be monitored for evaluation during the pilot were revenue and average handle time (AHT).

Defining and Obtaining Valuable Data

Transcom technology group worked in close collaboration with NICE Nexidia support personnel to define the most valuable data to be collected, collated and analyzed. This was specific to the pilot and the client's industry.

In addition, the teams created a robust process for extracting data from the various interactions. This included a transfer of both audio and metadata into the NICE Nexidia cloud environment for optimal preservation, search and analysis.

Transcom's in-house Business Improvement team was fully trained on using Nexidia Analytics, understanding its capabilities, and the purpose of the pilot. This played an important role during deployment and later assessment.

The next step was setup and deployment of Nexidia Analytics to the desktops of Team Managers at the Transcom contact center where the pilot was taking place. The Transcom Business Improvement team provided briefings to Team Managers on the 'how's' and 'why's' of Nexidia Analytics and the QC Portal Dashboard that was rolled out. This stage was a key enabler of user adoption, according to Andras Bacsa, Transcom's Global IT Director.

Results Reinforced Exec Level Buy-in

Thanks to the pre-deployment training, the Business Improvement team at Transcom was primed to perform analysis within weeks of the Nexidia Analytics deployment across all interaction types. Key insights from the initial results were then quickly provided to senior stakeholders, which reinforced buy-in at the executive level.

The results noted by the Transcom Business Improvement team included:

- Improved quality and support of coaching initiatives among pilot group employees.
- Improved revenue.
- Reduced AHT.
- Improved compliance thanks to the capability to isolate and identify specific elements of interactions.
- Reduced technology infrastructure investments.
- Relieved in-house IT teams of analytics tech support burden.

The Nexidia Analytics deployment had a notable impact, which drove change within the line of business and influenced senior management's broader perspective.

More Interactions Mean Better Data

The more interactions reviewed using a sophisticated sentiment analysis solution like Nexidia Analytics, the more objective, broad-based and effective quality assurance is. As a result, agents are more productive, and quality is more consistent across the entire enterprise.

As noted, Transcom saw positive results in its Spain-based pilot program with Nexidia Analytics. The company is therefore looking forward to pursuing a wider application of the NICE solution.