Case Study

ClearChoice

CUSTOMER PROFILE

ClearChoice provides dental implant services.

WEBSITE

www.clearchoice.com

NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- CXone Open Cloud Foundation
- CXone Agent for Salesforce®
- CXone Workforce Optimization
- CXone Workforce Management
- CXone Performance Management

RESULTS ACHIEVED

- 3% increase in overall inbound calls
- 23% increase in outbound calls
- Improved operational efficiency
- Reduced overflow volume to outsourcer
- Simplified quality management process to evaluate more interactions in less time
- Improved agent engagement and the customer experience

ON THE NICE SOLUTION

"CXone Agent for Salesforce is probably one of the best versions of an agent console we've ever used. I love it, and I know our agents love it too."

Sonja Villalobos
Contact Center Manager

ClearChoice
DENTAL IMPLANT CENTER

ClearChoice takes the customer experience to a whole new level with NICE CXone

ABOUT CLEARCHOICE

As the leader in performing dental implants, ClearChoice is actively growing and opening new dental centers around the U.S. Patients schedule appointments by contacting ClearChoice's Denver-based call center where they speak with a trained agent who can answer their questions and alleviate any concerns about the implant procedure.

The ClearChoice contact center team is comprised of a mix of 62 inbound and outbound agents who primarily schedule or confirm appointments. A third-party call center also helps with overflow and after-hour calls.

THE CHALLENGE

Antiquated technology hampering growth

ClearChoice realized their old, premises-based contact center system wasn't able to scale with their growth, because of its lack of flexibility and costly upgrades to obtain improved capabilities. It was also required expensive resources and created a challenge to maintain the system's servers and manage storage.

The NICE CXone platform was selected for its robust capabilities, cost-effectiveness, flexibility, elasticity and its positive impact on the customer experience.

THE SOLUTION

Emphasis on the patient experience

ClearChoice emphasizes thoughtful patient care and a positive customer experience. To that end, ClearChoice also recognizes that patients considering dental implants might have some trepidation about the procedure, costs or other issues. Sonja Villalobos, Contact Center Manager, explains, "We don't give our agents an average handle time objective. We tell them that it's ok to take however long is needed to answer a prospective patient's questions."

ClearChoice's ultimate goal for their agents is to give potential customers a positive experience so they feel confident about the dental implant procedure, and they have a clear understanding before they show up for their appointment. Appointment Completion Rates are one of the main metrics Sonja uses to gauge her contact center's success.

Positive impact on appointment completion rates

"We just launched a dental center in New Jersey, and we're now taking all their calls in-house, which is new for us," says Sonja. "Previously, we would have sent their calls to a third-party outsource operation. The ultimate goal is to understand if we handle all of the call volume, would we improve our overall completion rates for appointments? If we get the results we expect, we intend to follow this approach for all the new dental centers we plan to open next year."

> **"With CXone, we're far more efficient than we've ever been. Now we can handle higher call volumes in-house rather than outsourcing them."**
>
> Sonja Villalobos, Contact Center Manager

Eliminating manual forecasting processes

Sonja uses NICE CXone Workforce Management (WFM) to forecast volume and staffing needs, and to create and manage agent schedules. Using the streamlined system is a big improvement over ClearChoice's previously manual processes. "Before CXone Workforce Management, we used Google spreadsheets to determine staffing. With CXone Workforce Management, we have improved our level of sophistication—there's no more manual data management, which makes life much easier when it comes to scheduling time off and determining staffing needs."

"I can also better accommodate my agents' requests for schedule changes or time off requests. I can look in the system and say 'Sure, I can move you here and it will benefit both of us.' It also allows my director to know when we require more agents for a particular shift, and if we need to hire."

"Before CXone Workforce Management, our management team would schedule one-on-one meetings with agents, not realizing it often negatively impacted abandonment rates and overall service levels. Now I can suggest the best times for them to schedule those meetings. CXone Workforce Management has really improved my work life."

Managing schedule adherence and break time

Sonja also uses CXone Workforce Management to measure and manage schedule adherence. "We really didn't have a way, prior to CXone Workforce Management, to measure and influence schedule adherence. We also didn't have a process for agents to sign up for overtime outside of responding to a mass email solicitation. Now they can sign up for overtime directly through CXone Workforce Management."

ClearChoice also uses CXone Performance Management to create dashboards to help agents manage their break time. "We created dashboards so an agent can see how many people are on break at any given time, the number of calls waiting and the current overall service level. It empowers them to make good decisions about when to go on break. Agents can only see their own data in their dashboards, and supervisors have a group level dashboard that shows the status for the entire floor."

NICE CXone Agent for Salesforce: "I Love It!"

ClearChoice uses Salesforce as their CRM for managing customer contacts. CXone Agent for Salesforce is one of Sonja's favorite aspects of the CXone platform, "I love it, and I know our agents love it," she says. "CXone Agent for Salesforce is probably one of the best versions of an agent console we've ever used. I like the sleekness of the interface, and I appreciate its flexibility. Next year we plan to create a custom interface to Salesforce for our inbound team. We'll also be able to utilize CXone Agent for Salesforce in an omnichannel environment, which is definitely the way of the future."

CXone delivers operational efficiency and a positive customer experience

Sonja says CXone has had a measurable impact on ClearChoice's business. "With CXone, we're far more efficient than we've ever been, now we can handle higher call volumes in-house rather than outsourcing them. We also have a much better understanding of what our busiest times are in terms of call volumes. We didn't have access to that information in the past."

"And, finally, CXone has positively impacted our customer service, because now we understand how the processes we use on calls impact the patient experience. CXone Quality Management has also given us a new level of depth within coaching opportunities that we didn't have in the past."

Sonja sums up her experience with NICE CXone: "NICE CXone has been, by far, the best thing we've ever done. Our relationship with NICE CXone and the perpetual feature enhancement that we receive at no additional cost will continue to make us even better. It's been an amazing journey so far."