

Case Study

Wodonga TAFE

CUSTOMER PROFILE

Wodonga TAFE is a leading vocational education and training provider, located in north-east Victoria, that offers education and training programs to individuals and industry, both locally and nationally.

NICE CXONE SOLUTIONS

- CXone Chat
- CXone Email
- CXone Feedback Management
- CXone Quality Management
- CXone Workforce Management
- CXone Performance Management
- CXone Personal Connection
- CXone Messaging – SMS
- CXone Messaging – LinkedIn
- CXone Messaging – Facebook

RESULTS ACHIEVED

- Improved reporting integrity and forecasting accuracy
- Improved visibility over agents and workforce management
- Improved flexibility for remote working
- Integrated omnichannel solution into business.

ON THE NICE SOLUTION

“Deploying NICE CXone has helped bring the focus back onto the customer at Wodonga TAFE, offering more streamlined and effective communication channels for current and prospective students.”

Leanne Gibson, Team Leader
Customer Experience
Wodonga TAFE



Wodonga TAFE Improves Contact Centre Flexibility and Scalability with Omnichannel Solution

ABOUT WODONGA TAFE

With a mission to strengthen its communities and industries through accessible and innovative learning, Wodonga TAFE’s success is underpinned by an uncompromising commitment to driving student success, inspiring futures through innovative and future focused practices as well as empowering and supporting its people so they too can lead and live happy and fulfilled lives.

Wodonga TAFE is more than just a place where people come to study or work. It is a thriving community that facilitates positive and productive interactions between students, staff, industry, and the community to share knowledge, support one another, and work together to ensure future prosperity for all stakeholders of Wodonga TAFE.



Entrance to Wodonga TAFE Building A, level 2. Photography Credit: Wodonga TAFE

Case Study

THE CHALLENGE

Wodonga TAFE was undergoing a broadscale cloud transformation journey, with the goal of improving the quality of service that current and prospective students received. To achieve this, the TAFE needed to increase its customer experience and student administrative services contact centre team's visibility into incoming calls and reporting around customer experience (CX).

Wodonga TAFE's existing solution provided a single platform for calls to the contact centre. However, the team needed to expand its capabilities into omnichannel services to provide a more comprehensive service. It was looking for a cloud-based omnichannel contact centre solution that would simultaneously improve its visibility into agent productivity while supporting a remote workforce. In addition, it needed a solution that would provide enhanced insights and analytics for improved forecasting accuracy as well as reliable real-time reporting.

THE SOLUTION

Wodonga TAFE engaged NICE and its partner, Generation-e, to deploy NICE's CXone solution. CXone provided all of the elements that Wodonga TAFE required including an omnichannel communication platform, interactive voice response (IVR), real-time reporting, and improved visibility into agent productivity and behaviours.

NICE and Generation-e worked closely with Wodonga TAFE to integrate CXone across the student administrative services and customer experience contact centre. This created a seamless omnichannel experience while meeting its business objective of improving overall CX.

The CXone solution let Wodonga TAFE build out its omnichannel offering by adding email, webchat, and social media capabilities to its contact centre for student enquiries; all of which can be accessed from one central location. This has helped Wodonga TAFE realise greater

efficiencies and productivity across its contact centre operations.

OPPORTUNITIES IDENTIFIED

With the support of the NICE CXone solution, Wodonga TAFE has achieved significant improvement on its existing processes. By streamlining and centralising its communication channels, Wodonga TAFE has realised greater efficiencies across the board for its contact centre agents and can now access more accurate and reliable reporting on the volume of calls. Additionally, having access to dispositions (call closure codes) within the CXone solution lets Wodonga TAFE improve its overall reporting on mandatory requirements including, for example, the number of calls for skills and job centre enquiries.

Wodonga TAFE has also realised additional benefits from its CXone deployment, including:

- increased visibility into call volumes and types
- increased visibility into agent activities
- increased reporting integrity and forecasting accuracy
- improved support for remote contact centre agents.

With its improved reporting capabilities, Wodonga TAFE has also improved workforce management for its contact centre agents, leveraging insights into peak call volume times for more effective staff utilisation.

While the CXone solution is currently only deployed across the customer experience and student administrative teams, Wodonga TAFE is planning to expand its CXone deployment across more departments and teams throughout the organisation. In addition to its CXone solution, Wodonga TAFE also plans to build on its current NICE deployment and integrate it with a customer relationship management (CRM) solution to provide a single, holistic view of the customer.

Wodonga TAFE is committed to driving innovation through future-focused practices. Its engagement with NICE and Generation-e ensures that future solutions will create sustainable benefits to facilitate improvements in student administration and customer experience.



Deploying CXone has created a seamless omnichannel experience for the Wodonga TAFE customer experience and student administrative teams, while simultaneously meeting its business objective of improving overall CX. Photography Credit: Wodonga TAFE

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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