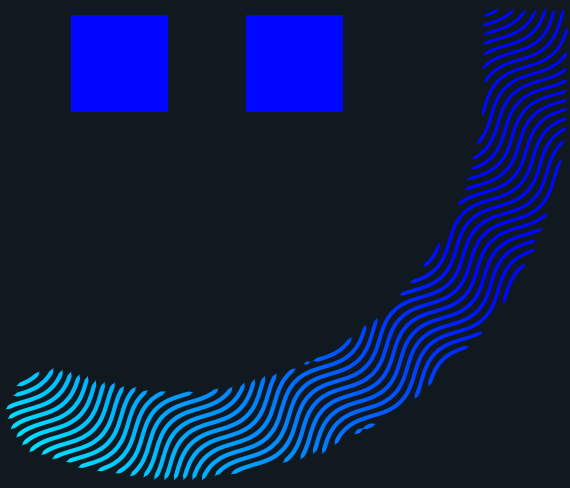


Case Study

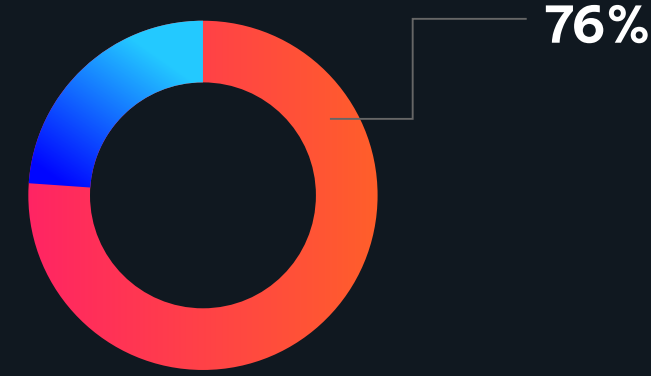


Open Network Exchange Revamps Customer Experience with NICE Enlighten AI Solutions

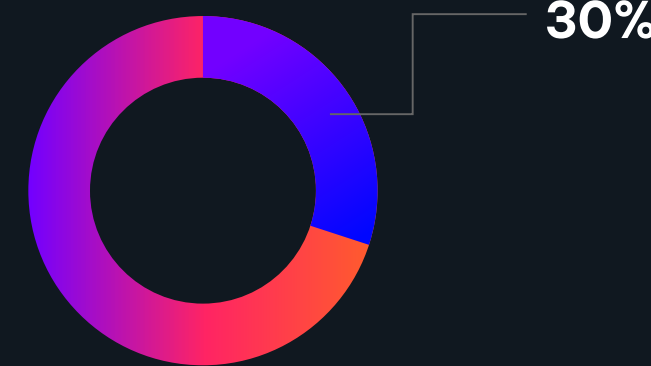
Open Network Exchange (ONE) specializes in technology and customer care solutions for the travel and hospitality industries. Reviewing a key relationship with a major cruise line partner uncovered several opportunities for improvement. ONE, a leader in innovative solutions, explored ways to enhance customer satisfaction and guest retention using AI technology. With Enlighten AI solutions, ONE can evaluate agent analytics to determine areas of opportunity and ensure guests are provided with a thorough customer experience and a decrease in call escalations. By offering guests a superior customer experience, ONE observed an increase in post-purchase transactions occurring on a guest's self-service portal, demonstrating how guests are feeling empowered to modify their vacation experience without the need to call an agent. Enlighten AI provides robust reporting to the supervisors saving them around 4-5 hours per week on monitoring their team's performance.



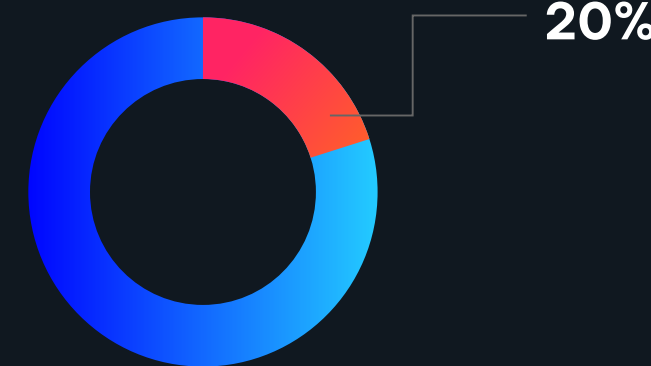
76%
Post-purchase transactional contacts resolved with self-service



30%
Reduction in overall call volume



20%
Decrease in call escalations



4-5 HOURS
Time saved per supervisor per week through Enlighten AI analysis



CUSTOMER PROFILE

ABOUT Open Network Exchange (ONE) empowers companies to reimagine and accelerate success through unique and powerful sales and marketing programs, fueled by ONE's global partner network and transformational technology.

INDUSTRY Technology - SaaS (Travel)

WEBSITE www.onecompany.com

LOCATION Headquartered in Scottsdale, AZ with operations in London, Portugal, Cancun, Manila, and Bacolod (Philippines)

SIZE 1,933 agents split between two locations

- GOALS**
- Strategically leverage AI
 - Increase self-service uptake
 - Improve relationship value on a per-call basis
 - Improve customer experience

- PRODUCTS**
- [CXone](#)
 - [Enlighten Autopilot](#)
 - [Interaction Analytics](#)
 - [Enlighten AI for Customer Satisfaction](#)
 - [Enlighten AI for Sales Effectiveness](#)

- FEATURES**
- Agent soft skills behavioral analysis
 - AI sentiment analysis
 - AutoDiscovery of key topics
 - AI-powered self service

01 THE BEFORE

A distant view of agent performance

ONE manages complex customer service processes for travel and leisure clients. For a major cruise brand, ONE helps consumers book flights and hotels, manage onboard activities, post-cruise travel, and more. At the start of the relationship with NICE, ONE's quality assurance processes were entirely manual with a team of 45 supervisors selecting calls to screen based on total length and other administrative factors, with little to no insight into the actual content of the call, or overall trends for each agent's behavior.

With limited visibility into call activity, supervisors primarily focused on compliance, sales targets, and surface assessments of agent professionalism. The manual review processes limited the supervisors' time to deliver customized coaching, or to recognize agents with consistently high and exemplary performance. ONE also observed that a high volume of calls reaching live agents had little to no value-added potential - upwards of 30% of calls were from existing customers who simply wanted to make an installment payment on a previous purchase.

02 DESIRE TO CHANGE

Parting the clouds

While evaluating a major client relationship, ONE realized that limited visibility into their interactions was negatively impacting customer experience, efficiency, and revenue. "Monitoring less than one percent of total interactions didn't give us the full picture of the customer journey," said Alexandria Doucet, ONE's Senior Manager of Quality Analytics. "In the travel industry there are so many different elements of the relationship. And knowing how our guests are being treated and how to better serve them connects directly to how we earn revenue."



ONE wanted to improve customer experience, create more opportunities to make targeted up-sell and cross-sell offers when customers reach live agents, and direct more post-purchase transactions to self-service options. The company set a goal to resolve at least half of the most common post-purchase inquiries through automation. With these optimizations in mind, ONE also sought a new toolset to engage with agents and optimize their schedules.

03 THE SOLUTION

Efficient and effective insights from every contact on a single platform

ONE made it a priority to implement new software solutions to gain more insights into existing purchases to get the most out of every caller interaction. "We are really a software technology company at heart, and that means we should have the best software technology on our side to offer to our partners," Doucet said.

Implementing NICE CXone gave the organization an immediate upgrade in call recording, review, and analytics capabilities, and NICE Workforce Management made it easier to staff to caller demand and to unify leadership and agents on a common platform with shared data and insights. From the CXone platform, ONE implemented Enlighten, NICE's AI purpose-built for CX, to add next-generation insights into their customer experience. One use case for Enlighten is to automate insights from customer interactions

across ONE's global network of over 1,000 agents, which unlocks the ability to correlate specific agent behaviors with higher customer sentiment ratings, in turn providing a data-driven roadmap for performance improvement.

With the Interaction Analytics AutoDiscovery feature, ONE surfaces key topics and relationships across the entire organization, while also providing visualizations of volume, sentiment, handling time, and other relevant trends. "Our implementation with NICE gave us the 360-degree view of the customer journey we weren't able to understand when we only monitored a small fraction of our calls," Doucet said.

To improve digital experiences, ONE implemented Enlighten Autopilot. The conversational AI solution handles a variety of inquiries previously referred to live agents, particularly those that are post-purchase transactions that were previously increasing call volumes.

04 THE RESULTS

Meeting and exceeding targets for stronger customer relationships

By expanding their contact center insights, ONE achieved several targets for more effective and efficient interactions. Overall call volume has been reduced by 30%, with 20% fewer call escalations. Using another Enlighten solution that was previously deployed, supervisors were able to establish a new coaching model that emphasizes specific categories and soft-skill behaviors on a per agent basis.



The discovery tools save an average of four to five hours per supervisor per week. Now, supervisors spend more time working directly with agents or addressing other areas for contact center improvement. A recent initiative identified some agents misspeaking about a similarly named competitor, enabling ONE to take quick corrective action.

Enlighten Autopilot now resolves the installment-payment calls ONE had sought to reduce and has substantially exceeded the 50% self-service resolution goal. To date, Enlighten Autopilot has successfully deflected 76% of payment call volume. A key differentiator in ONE's self-service strategy is how they are leveraging Enlighten XO (Experience Optimization) to learn from their conversational data to identify customer intents, utterances, and optimal resolution workflows - it's this data that drives even greater effectiveness with Autopilot. "We knew that leveraging Enlighten XO would automate various payment processes and deflect calls," said Ryan Romero, Senior Vice President of Global Technology Strategy and Innovation at Open Network Exchange. "But I wasn't expecting to exceed our goals! Enlighten AI has fundamentally transformed our company's operations."

05 THE FUTURE

More AI enhancements and performance improvements

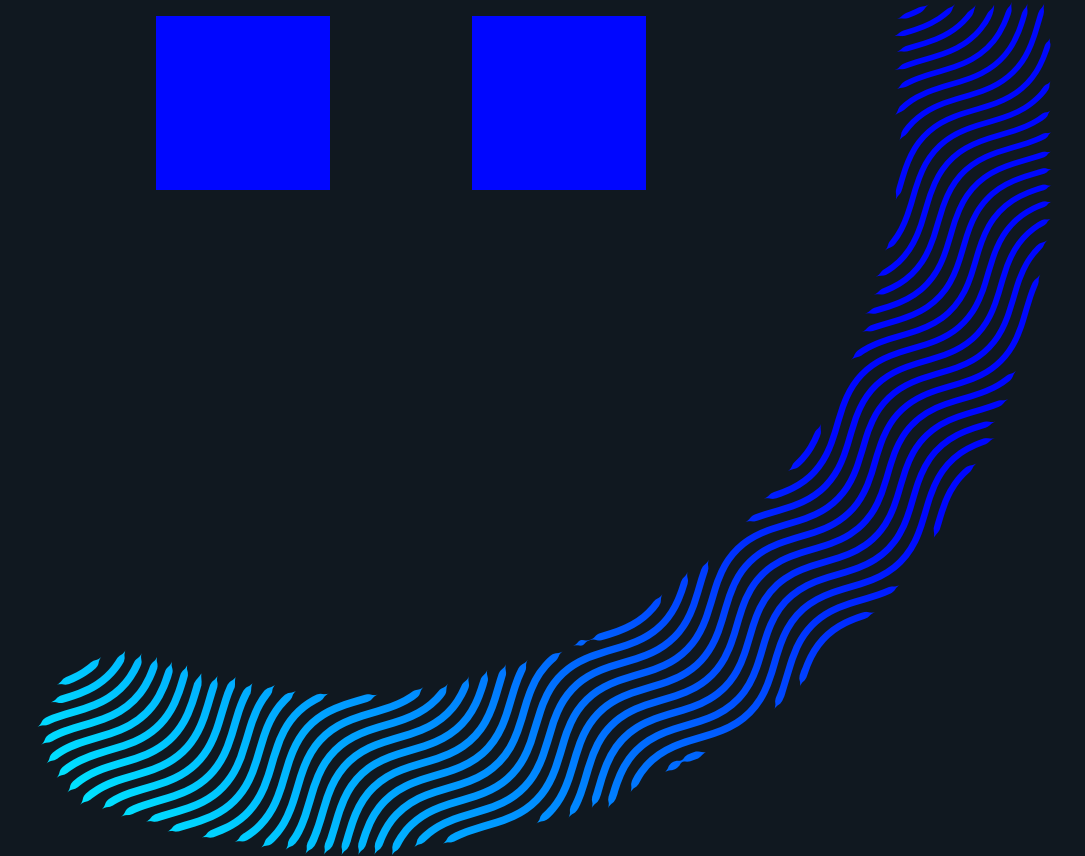
ONE will continue to widen its range of agent insights to further expand and refine its agent assessment program. A key shift will be to combine Customer Satisfaction scores with contact center KPIs to provide a more comprehensive understanding of each agent's performance and contributions.

The ONE team also plans to significantly expand the use of AI to improve the customer experience, including implementing NICE Enlighten Copilot to provide more efficient and informed real-time assistance to agents.



"We knew that leveraging Enlighten XO would automate various payment processes and deflect calls, but I wasn't expecting to exceed our goals! **Enlighten AI has fundamentally transformed our company's operations.**"

RYAN ROMERO
SENIOR VICE PRESIDENT OF GLOBAL
TECHNOLOGY STRATEGY AND INNOVATION
OPEN NETWORK EXCHANGE



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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