Case Study

Mobile Mini

CUSTOMER PROFILE

Mobile Mini Inc. is the world's leading provider of portable storage solutions and specialty containment solutions.

WEBSITE

www.mobilemini.com

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Personal Connection
- CXone Performance Management
- CXone Chat
- CXone Email
- SMS for CXone
- CXone Agent for Salesforce®
- CXone APIs

RESULTS ACHIEVED

- Achieved best-in-class Net Promoter® Score: 9 out of 10 customers would recommend Mobile Mini
- Reduced sales team's response time from almost an hour to nine minutes
- 46% increase in sales orders
- 35% more calls routed to sales team
- Improved service levels to a consistent 91–93%
- Reduced ASA by 15-seconds
- Handled the same interaction volume with 50% fewer resources

ON THE NICE SOLUTION

"I love what CXone has done for our organization."

Peter Reblitz
Quality Assurance Manager
Mobile Mini

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mobile mini®
SOLUTIONS

Mobile Mini relies on CXone for outstanding customer service and improved operational efficiency

ABOUT MOBILE MINI

During the COVID-19 pandemic there was a huge surge in organizations needing temporary facilities. And Mobile Mini, the world leading provider of portable storage solutions and specialty containment solutions, was there to help.

Mobile Mini services customers in the UK , Canada and the US that need temporary site solutions including storage containers, offices and modular buildings. It's merger with WillScot enables the company to be a "one stop shop" by offering complementary services such as fencing, generators and portable toilets.

Each month, about 500 service center agents handle 20,000 inbound interactions and 125 sales agents service around 115,000 outbound calls. Customers can choose to contact Mobile Mini using phone, email, chat or SMS/text.

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"CXone has played a major role in helping us serve our customers better and operate our business more efficiently."

Davida Redmond, Senior Manager of Marketing, Mobile Mini

THE CHALLENGE

Mobile Mini's on-premises Mitel contact center solution had serious limitations which hampered the company's ability to contain costs and service its customers.

"Since Mitel was a on-premises solution, we were incurring high costs with overhead and system maintenance," says Peter Reblitz, Quality Assurance Manager at Mobile Mini.

"We are also a very data-driven company," explains Jeff Emerling, Director of Sales, "and we weren't getting detailed information about KPIs so we could make adjustments and view our operations in real-time."

"We knew a cloud platform would better meet our needs," says Peter "so we started the search for a new solution."

THE SOLUTION

CXone is a "one-stop shop"

Mobile Mini chose NICE CXone because it wanted a reasonably priced solution with a broad portfolio of functionality to address its future needs.

"We view ourselves as offering everything our customers need, and NICE CXone is a great partner for us, because it's also a one-stop shop," says Peter. "By offering such a broad range of functionality, we don't have to look for an outside vendor to handle chat or email for example."

CXone's scalability will also makes it easy to add agents from WillScot, the company that Mobile Mini merged with, in the future. "It should be a simple transition to move WillScott's agents over to CXone as well," notes Peter.

Similarly, when it came time to move its agents to working from home because of COVID-19, Mobile Mini transitioned its national service center in Phoenix to remote work within five days.

"With the help of CXone, we moved 300 agents home and the phone routing all stayed the same," says Peter. "It was a pretty seamless transition."

OPPORTUNITIES IDENTIFIED

Simplifying call routing results in cost savings

Recently, Mobile Mini realized it's call routing was too complex and due for an overhaul. "We used Frontline as our development partner," says Peter. "With their help, we reduced or renamed about 850 skills and 200 dispositions and removed about 160 duplicate or unused IVR scripts."

"As a result, the sales team's calls were routed more quickly. Abandonment rates fell and average speed of answer improved by 15 seconds."

These actions resulted in significant cost savings. Mobile Mini reduced its service center team by 50% while still improving service levels. With the CXone Personal Connection dialer, the outbound digital sales team is now handling 35% more calls and its service levels improved to a consistent 91–93%.

Response time reduced from almost an hour to nine minutes

CXone Personal Connection has helped drive the digital sales team's efficiency in answering the 200 hot leads it receives daily while improving service levels.

Peter explains: "We receive leads from various websites which route to our Salesforce CRM. CXone Personal Connection then quickly pulls the leads from Salesforce and sends them to an agent. Year over year, our response time has dropped from just under an hour to about nine minutes!"

The faster response time has resulted in more closed deals and reduces the likelihood of a prospect choosing a competitor. "New orders are up 46% year over year, because CXone Personal Connection enables our sales agents to quickly close an opportunity and move on to the next customer," says Peter.

The CXone Agent for Salesforce® provides a seamless experience for agents by adding CXone controls to the Salesforce interface. With a customer's data right at their fingertips, agents can easily personalize interactions. When a call comes in, Salesforce updates the agent's screen with the customer's information so they know immediately who is calling and have access to their support history.

Reporting and dashboards boost performance

Mobile Mini is a data-driven company so sophisticated reporting and dashboards solutions, like CXone Performance Management, are critical for decision-making.

"CXone gives us very KPI and statistically-driven reporting for the entire organization," says Jeff. "Our executive team doesn't make many decisions without that type of data."

"Our managers use CXone Performance Management dashboards to get a real-time look at how their teams are doing. We send out reports every four hours so they can monitor agents' performance such as how many calls they've made." adds Peter.

"We share these metrics with the agents so they have strong visibility into their daily performance," says Peter. "I send out a daily communication that goes to our senior executives all the way down to individual agents showing the previous day's phone performance. It has every detail that we feel is important to track."

"We also use that information to identify where an agent might need more coaching support and to create performance development plans which are used in employee assessments and reviews," explains Peter.

Best-in-class Net Promoter Score

The Mobile Mini team's enthusiasm for CXone is readily apparent. Its customers agree as the

company's customer satisfaction score (CSAT) and Net Promoter Score (NPS) have risen steadily.

"CXone has helped us become a lot more efficient," says Peter. "It's easier for our customers to do business with us."

"We've continued to see our NPS and CSAT ratings climb since we've been using CXone," adds Davida Redmond, senior manager of marketing.

"We just had our best month in company history where nine out of 10 customers would recommend us to a friend or colleague—that's a best-in-class score that's comparable to Apple, Netflix or Costco," Davida enthuses.

"That's really huge for us. CXone has played a major role in helping us serve our customers better and operate our business more efficiently."