NICE·CXone

Case Study

Coast Capital

CUSTOMER PROFILE

Coast Capital is a member-owned federal credit union headquartered in British Columbia and celebrating 80 years in business in 2020.

WEBSITE

www.coastcapitalsavings.com

NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- inView™ Performance Management for CXone
- CXone Quality Management
- CXone Workforce Management
- Email
- CXone APIs
- CXone Personal Connection™

RESULTS ACHIEVED

- Decreased handle time by 12%
- Focused the pandemic response on keeping employees safe and ensuring business redundancy
- In three days, redistributed workforce to six different locations both inside and outside the head office as a first step, while a full work-from-home plan was prepared
- Transitioned 150 advisors to working from home during the COVID-19 pandemic, which took eight business days
- Trained an additional 50 agents remotely to help the center with rising volumes
- Reduced absenteeism to less than 2% with CXone@home
- Improved customer experience (CX)
- Increased system reliability
- Boosted advisor productivity and engagement
- Realized a positive financial return on CXone

ON THE NICE SOLUTION

"To expand across Canada, we needed a contact center technology that would help us deliver a strong experience for our members. CXone has given us exactly that."

Chad Vestergaard
Vice President of the Advice Centre
Coast Capital

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CXone Enables Coast Capital National Expansion During COVID-19

ABOUT COAST CAPITAL

In 2018, Coast Capital became one of the first Canadian credit unions to expand nationwide. Now Canada's largest credit union by membership, Coast Capital is owned by its 593,000 members and has $24.5 billion in total assets under administration.

In providing banking and investment services to members across Canada, the credit union focuses on being a trusted advisor to members to improve their financial well-being and that of the communities it serves. Coast Capital has earned recognition as one of British Columbia's Top Employers, is among Canada's 10 Most Admired Corporate Cultures™ and is a Platinum Club member of Canada's Best Managed Companies. The credit union also invests 10% of its annual budget in organizations and causes that strengthen communities, including those that empower young Canadians.

Coast Capital's contact center, known as the Advice Centre, typically employs 165 advisors who specialize in financial areas such as banking and lending and are licensed to sell insurance and investments.

During the COVID-19 pandemic, call volumes grew dramatically to 158%, which necessitated realigning an additional 50 advisors from their branch network.

THE CHALLENGE

It was difficult for Coast Capital to deliver outstanding service with the organization's past Advice Centre solution. Repeated outages and limited reporting capabilities made it difficult to make informed business decisions and inhibited the credit union's national expansion plans, which relied heavily on being able to service members virtually through the advice center and its digital offerings.

Case Study

"We outgrew our last solution," explains Chad Vestergaard, Vice President of the Advice Centre. "We needed a reliable, stable solution that would help us as we started to pursue our national aspirations."

"All of our internal systems are cloud-based, so using an on-premises contact center just didn't work. We needed a cloud contact solution for its flexibility, adaptability and ability to integrate."

The old system also didn't handle outages well, which negatively impacted customer service. "We had nine outages last summer," says Chad. "We had a secondary, back-up location and were still able to take calls, but the functionality was really limited. We found a way to limp along, but it impacted the customer experience."

"We couldn't have made the transition to working from home during the COVID-19 pandemic without CXone—it's a key part of our business continuity strategy."

Chad Vestergaard, Vice President of Advice Centre Coast Capital

THE SOLUTION

To fulfill its national expansion plans, Coast Capital knew it had to switch to a cloud contact center solution.

Chad ticks off his goals for a new solution: "We wanted something we could use out of the box that didn't require lots of customization. We didn't want to rework customizations whenever the application was upgraded."

"We wanted a full, integrated suite. I didn't want to deal with multiple products that don't work well together. We also needed APIs, so the new solution could integrate with other applications like our digital banking platform."

After evaluating multiple options, Chad's team selected NICE CXone, because its cloud platform offered the necessary scalability and flexibility. CXone was highly ranked in the Gartner Magic Quadrant, and the Coast Capital team was impressed with its roadmap for future functionality.

Coast Capital also wanted a vendor that could be a true partner. "Technology was the most important selection criteria," he says. "But we also want our vendors to be partners. We felt the NICE CXone team would work closely with us, and we'd collaborate well together."

OPPORTUNITIES IDENTIFIED

200 advisors quickly transitioned to working from home during COVID-19

One of the key goals Chad had for a new contact center solution was built-in disaster recovery, scalability and flexibility. CXone quickly proved itself in those areas when the COVID-19 pandemic hit.

To comply with government regulations and to keep its advisors safe from the virus, Coast Capital needed to quickly transition its team to working from home. At the same time, call volumes were increasing dramatically because members wanted help with COVID-19-related issues, such as mortgage deferrals. It was critical to move the advisors home as quickly as possible while continuing to handle the higher volumes.

"We couldn't have made that transition without CXone," says Chad. "My number one priority in selecting a new contact center solution was redundancy, and that definitely came into play during COVID-19. CXone is a key part of our business continuity strategy, because the cloud enables our advisors to work from an alternate location and continue servicing our customers."

One concern was monitoring productivity while the advisors worked from home. Using CXone Workforce Management, supervisors can keep an eye on adherence and shrinkage just as when advisors were still in the office.

"Not all advisors had the ideal technology setup when they started working from home, which resulted in performance challenges at first. But now,

using CXone reports, we've found that our absenteeism rate is under 2%!" says Chad.

The number of calls made to the company's internal support team also decreased, because CXone helped pinpoint the cause of an ongoing internal issue. "Our second-level support team helps our advisors answer customers' questions. Usually the advisors will wait on hold, sometimes up to 45 seconds, for the second-level team to answer. At the same time, the customer is still waiting," explains Chad.

"By using CXone Quality Management and inView Performance Management for CXone analytics to find and review those calls, we realized it wasn't that the advisors didn't know how to solve the problems; rather, their support documentation was unclear or incomplete."

By improving the internal documentation, advisors could address a wider range of issues themselves, which reduced calls to the second-tier team. As a result, customers' wait time decreased, and for the banking team, handle time fell 12%.

"CXone illuminated so many persistent problems we couldn't solve previously," says Chad. "Now we have the data to understand the true root cause of issues. We've been able to move mountains with CXone."

Getting the data to make intelligent business decisions

Chad finds the dashboards from inView Performance Management for CXone particularly helpful. "We were really blind before, and we ran on 'gut' more than hard data. inView Performance Management for CXone gives us information so we can make good business decisions. Its capabilities are limitless."

CXone Performance Management has highlighted some interesting insights. "We wanted to see if using a dual monitor setup boosted the advisors' productivity," says Chad. "We used CXone Performance Management to compare advisors using single monitors to those using dual monitors and found that dual monitors increased productivity 2.5%."

"What's really amazing is the granular data we can pull with inView Performance Management for CXone. It enabled us to justify ordering dual monitors for the advisors who needed them, because we had the numbers to back up our recommendation."

Even though Coast Capital was navigating a tumultuous business environment in the midst of the COVID-19 pandemic, CXone helped the company exceed its goals. "We've seen improvements across the board—everything from new member signups to meeting our financial targets," says Chad.

"CXone gives us flexibility and clarity so we can improve the way we run our business. It's also played a key role in our national expansion, even during a worldwide pandemic. It's been great for our members and our employees. I absolutely recommend CXone," he concludes.