Case Study

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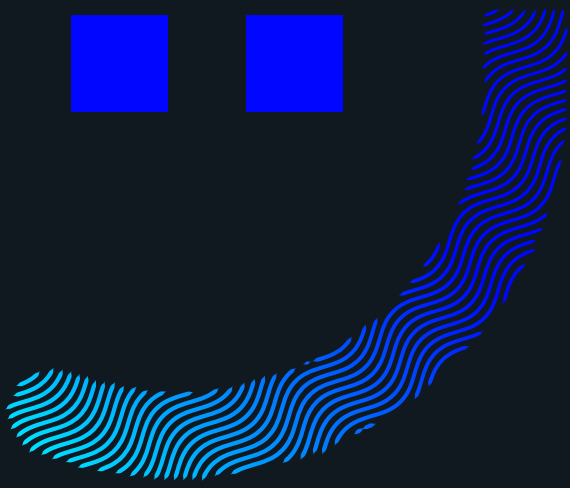
BELONG

## Growing Workforce Management and Increasing Operational Rigour

Belong, an Australian communications company, leveraged NICE expertise to grow its workforce management proficiency. With NICE's assistance, Belong is correctly mapping and categorizing calls from its ACD and to NICE Workforce Management. Belong has improved forecasting, scheduling, adherence and conformance while also maintaining high service levels.
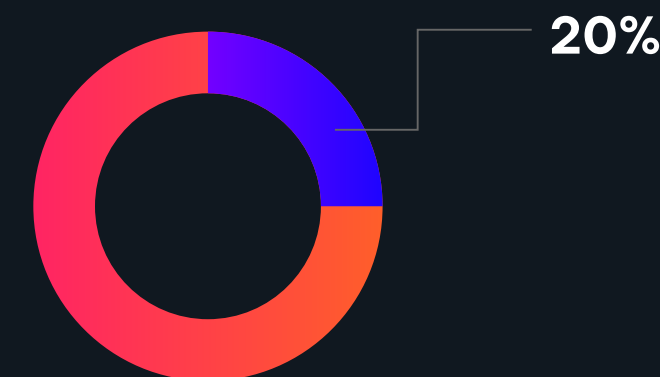
NICE

FORECAST ACCURACY
within target
±10%

92% ADHERENCE

92%
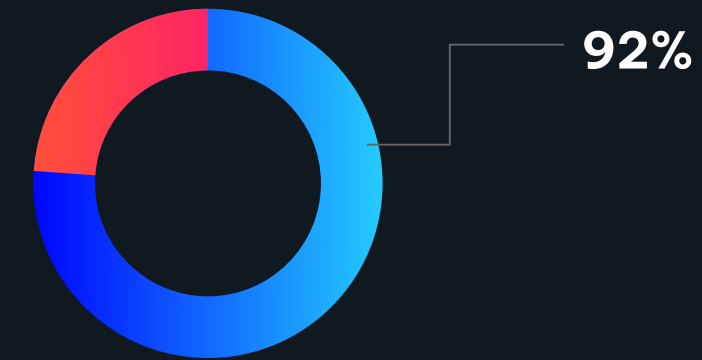
54% ADHRENCE TRACKING ACCURACY INCREASE ↑

20% CONFORMANCE IMPROVEMENT

20%

90% SERVICE LEVEL

26 SECONDS
Average Speed of Answer

CUSTOMER PROFILE

ABOUT
Belong connects Australians with the tools they need to join and thrive in our digital world while taking care of our planet. As a division of Telstra, Australia's largest supplier of digital services, this innovative young company brings all its powerful learnings to bear in providing Aussies with cutting-edge telecommunications tools and options. Belong's call centre is an integral part of this success. It ensures Australians belong in today's digital world by helping them access reliable mobile and broadband connections – no matter where they are.

INDUSTRY
Telecommunications

WEBSITE
belong.com.au

LOCATION
Melbourne, Victoria, Australia

SIZE
300 agents

GOALS
- Establish a view of the long-term forecast and resource requirements
- Real-time monitoring with accurate views of adherence
- Understand and benchmark call performance
- Empower employees with schedule visibility and self-service options

PRODUCTS
- NICE Workforce Management
- NICE Value Realization Services

FEATURES
- ACD status code mapping
- Accurate forecasting
- Schedule and intraday management
- Visibility to adherence, conformance and other metrics
- Expert VRS guidance and upskilling

01 THE BEFORE

From emails to phone calls

Because Belong 'grew up' through Telstra, the company was always aware of the advantages of a workforce management (WFM) solution, but the company's size and email-based contact system didn't make WFM an immediate priority. However, rapid growth and a shift from emails to phone contacts compelled Belong to find its perfect workforce management fit.

"We had to build from the ground up," says Phillip Ludwig, Manager, Workforce Management. "My entire team was new. Our WFM Planner was new to the telco industry and everyone else was new to workforce management entirely. We were coming from a world of multiple Excel spreadsheets to an advanced tool, and we had no historical data to build forecasts on."

02 DESIRE TO CHANGE

Getting a smart start

Belong required a workforce management solution to supercharge customer and agent experiences, and guidance on their transformation journey. They needed a way to set schedule and adherence expectations with agents and to facilitate coaching, team meetings, and shift flexibility while meeting the company's efficiency and productivity goals. Belong's success criteria included the ability to accurately forecast long-term volumes and plan for staffing needs, adherence tracking, and a commitment to upskilling and refresher training as their team grew.

"We looked at several workforce management solutions but had a bias toward NICE because of our experience at Telstra," says Hugo Kovacevic, Head of Sales & Service. "Still, we didn't want to over-engineer or bite off more than we could chew. NICE recognized that. They understood our needs, valued our starting point, and presented solutions suited to our size and goals—including NICE Value Realization Services. Having that expert guidance post-sale and post-launch was key for us."

03 THE SOLUTION

Accelerated ACD to WFM mapping

One of Belong's goals was adherence monitoring which requires proper mapping from the ACD to NICE Workforce Management. Each ACD has nuances and requires different mapping, and Belong's ACD is newer to the market. NICE's Professional Services team coordinated with Belong, the 3rd-party ACD engineers and NICE's R&D team and application engineers to get the ACD mapping completed within a couple of weeks. Specifically, NICE mapped the real-time status codes sent from the ACD to NICE Workforce Management and clarified whether the codes were related to agent states or contact states. While it was all hands on deck to work out the technical pieces, VRS provided business guidance on receiving, using, and accessing the data within the NICE Workforce Management solution for the greatest effect.

The availability and willingness of NICE Value Realization Services and the NICE Professional Services team was a huge win for Belong. "NICE's teams worked with us to onboard and problem solve post-launch, often working longer and odder hours to accommodate our needs. From ingesting calls to acclimating new team members to the NICE WFM system, we could raise questions, and NICE's knowledgeable teams answered. Ultimately," says Ludwig, "We know more about workforce management, our ACD and operational best practices because of their expertise."

NICE

Case Study

04 THE RESULTS

Enabled with new capabilities

"NICE has provided a level of operational rigour that we couldn't achieve before," says Ludwig. "Now that we're inputting into a system designed for forecasting and scheduling, we have visibility to adherence and conformance. Our agents and supervisors can self-serve when it comes to leave or deciding when to coach, have team meetings, and the like. It may seem pretty basic but the ability to look at a single screen and know that we can take six people off for the next three hours is a monumental shift in our ability to manage the intraday. We couldn't do that before."

Belong achieved significant performance gains. Forecast accuracy is within the target ±10%, adherence improved from 60% to an incredible 92%, and conformance increased 20%. In addition, Belong is maintaining a high service level with a low Average Speed of Answer (26 seconds) and a 1.3% abandon rate.

VRS provided guidance and measurement of these KPIs, along with recommendations and cautions for continuous improvement. For example, VRS pointed to over-servicing risks where Belong is over-staffed yet AHT was trending upward. This allowed Belong to investigate whether the upward trend was related to new campaigns and agent knowledge or if there were other issues. VRS also made recommendations to balance schedules and efficiency, including when to conduct training, when to introduce part-time agents, and how to increase shrinkage mid-day.

05 THE FUTURE

Live chat & growing partners

Belong is working toward forecasting and scheduling proficiency for live chat, which is scheduled to launch in 2023.

"I get excited about WFM and our people capability," says Ludwig. "It's beautiful to have a workforce management team at Belong. We've got a ways to go, but as we're building out our capability and receiving guidance from VRS, we're working with our partners and passing our knowledge to them. It's strengthened our partnerships."

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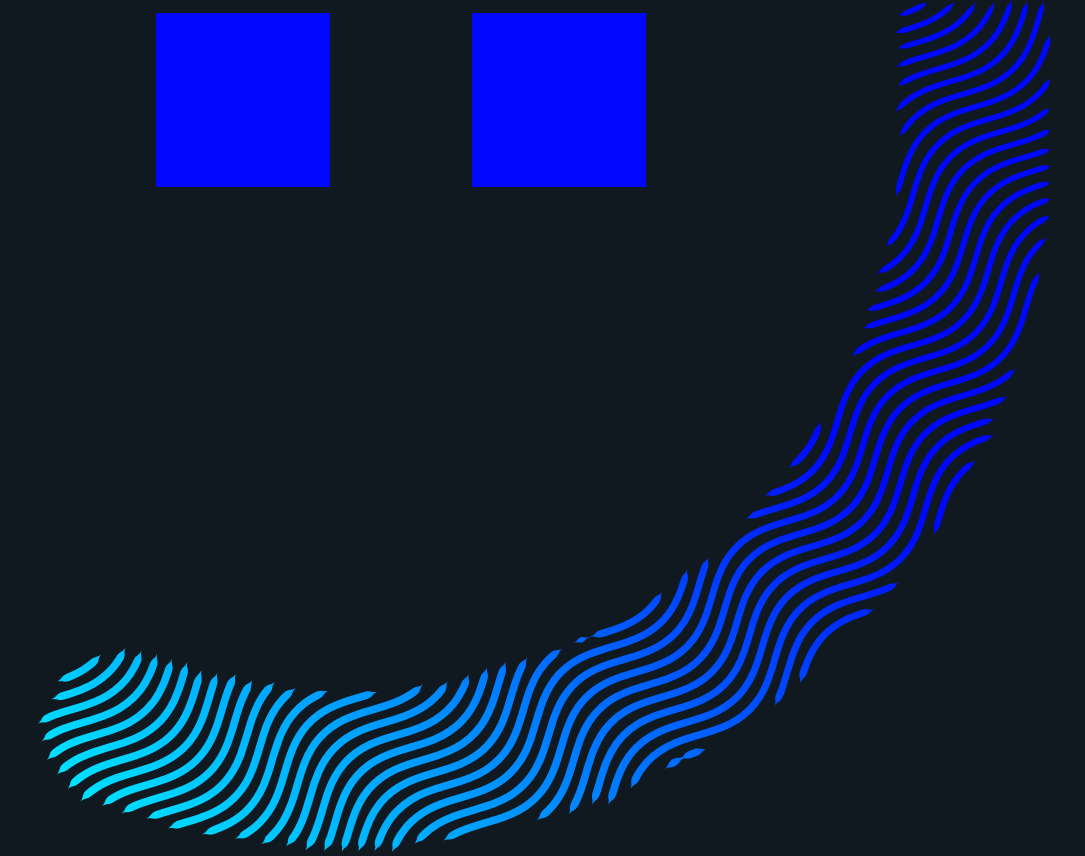
About NICE

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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