



Customer Profile:

Business Process Outsourcer

Website:

<http://www.asurion.com>

Location:

Nashville headquarters with multiple sites across the US

Business Need:

- Manage handle time on complex technical interactions
- Create additional opportunities for targeted up-sell/cross-sell offers
- Improve agent navigation through in-house and client systems
- Improve reporting capabilities to enterprise clients
- Automate lengthy, repetitive field-filling tasks

NICE Solutions:

- NICE Desktop Automation
- NICE Desktop Analytics

The Impact:

- Improved upsell rates by 25%
- Agents using real-time offer guidance sell 80% more than those who do not
- Reduced order handle time by 50%
- Consolidated complex document filing and issuing into a single click
- Reduced average handle time by 14 seconds overall

On The NICE Solution

“The open lines of communication with NICE and our dedicated internal group mean that we have the focus, expertise, and ability to be agile.”

- Joseph Magliacano, Technology Analyst

About Asurion

Asurion is the preferred provider of technology protection for the world's largest wireless carriers, trusted retailers, and popular device manufacturers. Asurion's 16,000 global employees support its 280 million consumers with an award-winning experience delivered through products and services that have set the standard in the industry. The company's fully integrated, end-to-end solutions, which are customized for its carrier, retail and device manufacturer partners, include premier support that enables consumers to fully utilize their digital devices and products; applications to protect privacy and provide security; and rapid replacement of lost, stolen, damaged, or malfunctioning devices.

The Challenge

If it plugs in, turns on, or receives signals through the air, there's a good chance Asurion has a stake in protecting it. Asurion provides technical assistance and device protection and replacement services to some of the world's largest consumer electronics and telecommunications brands, including some of the world's largest wireless carriers and video services.

Asurion's business model is predicated on successful outcomes and deeper relationships with enterprise clients and end consumers, not on raw connect time with callers. As a result, handle time is a direct cost for Asurion. Managing handle time while promoting more revenue-generating opportunities are dual priorities in the contact center.

Because Asurion supports a wide range of devices and platforms for a very diverse audience, calls can be complex. Debugging the trouble a caller is having with satellite TV signals beamed from hundreds of miles in orbit, from a call center thousands of miles away, is a challenge in and of itself. Agents sometimes get so wrapped up in trying to solve the caller's immediate need that they overlook opportunities to match consumers with new or upgraded tiers of service which might better meet their needs.

Processing returns and replacements is equally complex. For some clients, initiating new service or issuing a replacement device can require five or more individual emails to be sent, covering troubleshooting tips, service disclosures, and order confirmations. Issuing each of these documents takes valuable time away from live, productive customer interaction.

Asurion faced a three-pronged challenge in improving its contact center operations. The firm wanted to optimize interaction duration while also improving on-screen navigation for agents, and at the same time gain more opportunities to up-sell and cross-sell callers into relevant services. “Our goals are to be an excellent partner, as well as drive our costs down,” says Joseph Magliacano, Technology Analyst. “Reducing the amount of time we spend on calls ultimately means better customer service as well as lower costs.”



The Solution

Like any good technical support provider, Asurion took a calm, collected, and systematic approach to its contact center process overhaul. The first step was tackling the lower-than-desired offer rate during technical calls. Instead of relying on agents to remember to work an offer into the flow of a technical support call, Asurion turned to NICE Desktop Automation for providing these service agents with sales guidance. The solution presents agents with a pop-up, presenting the customer's current level of coverage and an offer to increase to a higher level of service.

Simply putting that pop-up in place has increased the offer rate to callers by 25%, because technical agents see timely reminders to execute on offers. The solution also gives Asurion much more detailed information on offer and agent performance which was previously unavailable, including which offers are declined and which agents are consistently lagging in offer presentation. Agents who follow the real-time guidance pop-ups have an 80% higher sales rate than those who do not.

Next, Asurion tackled the time-consuming rote processes which were tying agents up for minutes at a time. NICE Desktop Analytics identified several cumbersome, repetitive processes prone to unnecessarily long handling times. In particular, an order type which required issuing multiple emails was flagged for improvement. The firm found that 85% or more of the work involved in processing certain types of orders and confirmations was repetitive and could be automated. For one client, a one-click process to issue all necessary email confirmations and disclosures took 6 seconds of handle time out of the average interaction.

Furthermore, NICE Desktop Automation helped Asurion reduce handle time for one order type by 50%, from 220 seconds down to just 110 seconds. Not every call includes that order type, but the system-wide savings still amount to a 5 second reduction in AHT across the Asurion universe.

On another line of business for a telecommunications client, simply doing a better job propagating a caller's unique customer ID through all relevant desktop systems reduced AHT by 5 seconds. "You get out of the solution the effort you put into it,"

Magliacano says. "Once you become an expert in the possibilities, the improvements flow quickly."

In keeping with its goals of building more value in its client relationships, advanced and automated data capture has helped Asurion become a better partner. The firm is now better able to pass along information about why consumers are downgrading or canceling service, as well as those with special requests for replacement equipment, such as data protection and transfer services from the incoming devices.

As a perk, many Asurion employees receive discounted service from the video provider client. The auditing and management of that benefit for 8,000 agents was quite time-consuming, however. NICE's automation capabilities helped Asurion reduce one-half FTE from the administration of that benefit.

Today, Asurion has deployed NICE Advanced Process Automation solution suite across multiple client lines of business, with more on the way.

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About NICE

NICE (Nasdaq: NICE) is the worldwide leading provider of both cloud and on-premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com