

## Customer Profile:

Best known for its 12 U.S. theme parks, SeaWorld is a family-oriented entertainment company that blends imagination with nature.

## Website:

[www.seaworldentertainment.com](http://www.seaworldentertainment.com)

## NICE inContact Solutions:

- CXone Omnichannel Routing
- CXone Workforce Management Enterprise
- CXone Interactive Voice Response (IVR)
- CXone Automatic Contact Distributor (ACD)
- CXone ECHO
- CXone Personal Connection
- CXone Open Cloud Foundation

## The Impact:

- 38% increase in number of calls serviced
- Reduced overall cost per call due to efficiency gains in scheduling and labor utilization
- Year over year increases in guest satisfaction scores
- Increased call quality and boosted agents' morale
- Reduced costs by utilizing pay-as-you-go pricing for seasonal fluctuations in call volumes

"With CXone Workforce Management Enterprise, we've become more efficient with scheduling and labor utilization which has reduced our overall cost per call."

Brad Matzinger,  
Call Center Director,  
SeaWorld Parks and Entertainment

# SeaWorld Delivers Memorable Customer Experiences with NICE inContact

## About SeaWorld

For more than 50 years, SeaWorld has delivered extraordinary entertainment experiences that blend imagination with nature. Over 23 million guests visit its 12 well-known U.S. theme parks each year. In 2011, SeaWorld expanded its popular brands into media and entertainment including movies, television, and digital media.

To support its guests, SeaWorld's Orlando, FL-based contact center is the front-line customer service hub for all of its theme parks. With a highly seasonal business, the number of agents, or ambassadors, ranges from a low of 125 in winter to a high of 300 ambassadors during spring and summer. The ambassadors take calls about a wide range of queries including questions about height requirements for various rides, purchasing vacation packages, and making reservations for school field trips.

## The Challenge

Before implementing NICE inContact CXone, SeaWorld struggled with an Avaya on-premises contact center solution that was expensive and far less flexible in supporting its seasonal fluctuations in call volumes.

"With our old on-premises system, we paid a fixed fee for the number of licenses that were needed during our peak season, and then we essentially still had to pay for them during slower times, too," explains Brad Matzinger, Call Center Director. "It just wasn't flexible or cost-effective."

"We also experienced frequent downtime with the Avaya system – that was the precipitating event that pushed us to look for an alternative. We realized a cloud-based contact center solution would address many of the challenges we had around scalability, stability, and flexible pricing."

## The Solution

“Once we understood the advantages of a cloud solution, such as scalability, and the fact that we would always have the latest product updates, we knew it was time to switch,” explains Brad. They selected the NICE inContact CXOne cloud customer experience platform, in part, because of its ability to easily scale up or down depending on call volumes. With CXOne, SeaWorld pays only for the capacity they actually use which is far more cost-effective.

CXOne has also supported their contact center’s dramatic growth. “Since launching CXOne, we’ve taken 38% more calls,” says Brad. “With our previous system, we used call blocking and all kinds of terrible things to manage call volumes. CXOne has helped us grow our ability to service more guests, and I say that with confidence, because we’ve seen significant increases in the number of calls we receive.”

## Opportunities Identified

### Increasing Guest Satisfaction with Post-call Surveys

Delivering an outstanding customer experience is an important goal for SeaWorld, so they use customer surveys to gather feedback. In turn, that feedback is shared with SeaWorld’s ambassadors to improve their quality of service.

“CXOne helps align the quality of service that our ambassadors provide with our guests’ expectations,” explains Brad. “We’ve identified six core competencies that we want agents to exhibit when they’re on the phone. Our quality team combines the customer feedback we receive from CXOne with quality management evaluations to give our ambassadors true 360 degree feedback.”

“We feel this is a more impactful approach for our ambassadors, because the feedback isn’t just from their managers, but also from guests they’ve spoken with in the past two weeks. It’s also had a positive impact on our guests as we’ve seen year over year increases in customer satisfaction scores.”

### Realizing Efficiency Gains and Labor Cost Savings

“I attribute many of our efficiency gains to CXOne Workforce Management Enterprise,” continues Brad. “Gaining visibility into schedule adherence has been a game changer for us. We monitor adherence in real-time, and it is one of the key metrics we deliver daily to our agents. We have targets we expect them to hit, and now we know if they are achieving them or not.”

Forecasting has also optimized the number of agents they need, which is especially important to accommodate call volume fluctuations. “By using CXOne Workforce Management Enterprise to forecast our labor requirements, we can better predict exactly how much labor we need for specific time periods and that results in some cost savings.”

“NICE inContact has been a key player in helping us continuously grow our revenue each year.”

Brad Matzinger,  
Call Center Director,  
SeaWorld Parks and Entertainment

### Collecting More Outstanding Revenue

As a dynamic contact center, SeaWorld’s business requirements sometimes change to better service its guests. For instance, Brad needed a technology solution to streamline how SeaWorld collected outstanding payments, so he contacted NICE inContact about implementing CXOne Personal Connection, an outbound automated dialer.

“I appreciate how CXOne gives us the flexibility to easily implement new solutions like CXOne Personal Connection,” he says. “We definitely didn’t have that with our old on-premises solution.”

The success of CXOne Personal Connection has resulted in SeaWorld collecting more outstanding revenue. “Some of our annual passholders use our EZPay program, which allows them to make monthly payments,” explains Brad. “Whenever we’re unsuccessful in collecting a monthly payment, we now use CXOne Personal Connection to proactively make an automated outbound call reminding them to call us back to rectify it. We’re collecting many more payments than we did in the past.”

“CXOne has been a tremendous asset.”

Brad feels there isn’t much that a contact center can’t do with CXOne. “CXOne has been a tremendous asset to SeaWorld. With it, we’ve realized some outstanding business outcomes including scalability, stability, and flexibility.”

“Scalability is critical, because it allows us to accommodate seasonal fluctuations in call volumes. We’ve had fantastic uptime so the system is reliable and stable. CXOne is also flexible, because if our business requirements change, we can easily implement new CXOne functionality to satisfy it, like we did with CXOne Personal Connection.”

Brad concludes by saying, “NICE inContact has been a true partner and a key player in helping SeaWorld continuously grow our revenue each year.”

## About NICE inContact

NICE inContact makes it easy and affordable for organizations around the globe to create stand-out customer experiences while meeting key business metrics. NICE inContact provides the world’s #1 cloud customer experience platform, NICE inContact CXOne™, built on an open cloud foundation that is flexible, scalable and reliable for enterprise, small business, government and business process outsourcers. NICE inContact is a part of NICE (Nasdaq: NICE), the worldwide leading provider of both cloud and on-premises enterprise software solutions.

For more information, visit: [www.NICEinContact.com](http://www.NICEinContact.com)