

## Customer Profile

RentPath offers digital marketing and leasing solutions for the rental housing industry.

## Website

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

## NICE inContact Solutions

- CXone Omnichannel Routing
- CXone Chat
- CXone Email
- CXone Workforce Optimization with Quality Management Analytics
- CXone Call Recording
- CXone Screen Recording

## Results Achieved

- Evaluate more than double the calls per month due to automation within Quality Plans
- Provide improved service levels
- Provide dramatically reduced interaction wrap-up time
- Enjoy increased quality scores
- Benefit from agent engagement boost

## On NICE inContact

"The CXone unified interface is very simple and clean. We're really ecstatic about it."

Brandon Wade  
Telecommunications Manager  
RentPath

# RentPath Improves Contact Center Efficiencies and Uncovers Strategic Insights with CXone

## About RentPath

For renters, finding the perfect place to call home can be a challenge. And in today's economic environment, leasing consultants and property managers wear many hats: It can be difficult to handle the quantity of inquiries.

RentPath's Live Response Solution operates 24/7/365 as a virtual leasing center to complement apartment communities' busy onsite rental teams. RentPath's agents answer inquiries by phone, chat, SMS and email from prospective renters about community features and to schedule appointments to tour the properties.

Call volumes fluctuate seasonally and are highest in the summer months when more people move. Throughout the year, Live Response Solutions handles more than 100,000 transactions per month.

RentPath also offers 24/7 emergency maintenance phone support and triage for apartment communities should critical issues occur—like plumbing leaks—that require immediate maintenance attention.

## The Challenge

When RentPath was using a NICE inContact competitor for its contact center, the system had a significant limitation that prompted a search for a different solution.

"When a prospect phones about an apartment, the call is originally sent to the apartment community's leasing office," explains Brandon Wade, Telecommunications Manager at RentPath. "If they don't answer it within a specified time frame, then the call needs to automatically transfer to our team so we can handle it."

"Call routing is really the bread and butter of our business," he continues. "We needed a solution that could easily support that requirement without creating extra work."

"A NICE inContact competitor we were using at the time couldn't support it without a lot of complicated workarounds," he says. "It just wasn't a feasible solution. We only used that vendor for three months before looking for a different option."

## The Solution

RentPath selected NICE inContact CXone because it could handle the critical call routing and transfer process elegantly. CXone offered additional benefits, too.

"I am a huge customer service advocate," says Brandon, "and I saw an opportunity with CXone Quality Management Analytics to examine our data for quality in new ways that included analyzing keywords and sentiment. Those insights can help us stay ahead of our competition and deliver exceptional service."

Brandon is also enthusiastic about CXone's unified interface. "It's very simple and clean," he says. "Navigation is easy. It's responsive. It looks good and works really well—how often can you say both of those phrases in the same sentence about technology? We're really ecstatic about it."

One of the big advantages of the unified interface is the ease with which managers and supervisors can set up users and access all of CXone's capabilities in one place across Omnichannel Routing, Workforce Optimization and Analytics.

It has also enhanced agents' productivity by unifying all customer support activities in one interface. "The unified interface has definitely improved our service levels," Brandon says.

"CXone Quality Management Analytics helps us stay ahead of the competition. With it, we can analyze up to 100,000 calls each month to answer strategic quality questions, pinpointing the specific drivers that make up an excellent call."

Brandon Wade, Telecommunications Manager, RentPath

## Opportunities Identified

Quality has made an upward leap with CXone Quality Management Analytics. Previously, RentPath manually printed each agent's quality scorecard, which was inefficient and time-consuming. "It also wasn't very motivating for the agents," says Brandon.

With Quality Management Analytics, agent engagement has increased dramatically. "Agents can go online and view their scorecards, listen to audio recordings with screen capture of their calls and even write up a rebuttal to a score they've received," he says.

"We also ask them to do self-evaluations, which has really increased their involvement. It goes a long way in getting buy-in, because the agents feel like they're part of their own success."

Previously RentPath evaluated a much smaller percentage of interactions for quality assurance purposes, because managers had to manually search for appropriate calls to evaluate. With Quality Management Analytics, the number of calls evaluated has more than doubled. "Considering that we can handle more than 100,000 interactions per month, that's a huge improvement," says Brandon. "It's due to the efficient and strategic manner in which Quality Management Analytics targets calls for analysis. We're no longer manually hunting for the right calls to evaluate."

Some of the most impactful business outcomes of using Quality Management Analytics, though, are the additional insights gained from powerful analytics. "Quality Management Analytics helps us be cutting-edge, so we can stay ahead of our competition," Brandon says. "We can now ensure that forms have strategic questions that pinpoint the specific drivers that make up an excellent call," says Brandon.

"For instance, we use keyword and sentiment analysis to reveal issues that would be hard to discover otherwise," he continues. "We used sentiment analysis to analyze shorter calls and realized the agents were responding with simple yes/no answers that stifled conversations. We utilized that as a training opportunity to improve customer service."

Agent wrap-up time has also fallen dramatically due to better quality monitoring capabilities with CXone Voice and Screen Recording. "Using CXone, we can record each agent's screen, which is fantastic," says Brandon. "We now know when agents are finishing up notes at the end of a call, or if they're answering personal emails or chats. It increases accountability which, in turn, impacts performance."

RentPath values CXone for its ability to increase agent engagement and interaction quality and to deliver impactful insights. Brandon also praises CXone's system stability. "If you have intensive call routing like we do, CXone never struggles," he notes. "We have great reliability with CXone, too. I've been in this industry for many years—having a system with outstanding uptime, year after year, speaks for itself."

His advice to other contact centers? "If you want better insights into how your organization ticks and how you can make it better, you need CXone," he says. "You can also be confident that CXone will work as intended and give you more than expected. CXone is the best contact center solution out there—it's just a no-brainer."

## About NICE inContact

NICE inContact is the cloud contact center software leader, empowering organizations to provide exceptional customer experiences with the world's #1 cloud customer experience platform, NICE inContact CXone™. CXone combines best-in-class Omnichannel Routing, Workforce Optimization, Analytics, Automation and Artificial Intelligence on an Open Cloud Foundation to help companies act smarter and respond faster to consumer expectations. NICE inContact, a NICE company, is recognized as a market leader by the leading industry analyst firms, and serves customers in more than 150 countries, including over 85 of the Fortune 100 companies.

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