



Customer Profile

The Michigan Department of State's Information Center handles all aspects of motor vehicle licensing, registration, titling and more for Michigan residents.

Website

www.michigan.gov/sos

NICE inContact Solutions

- CXone Omnichannel Routing
- CXone Reporting
- CXone Workforce Management

Results Achieved

- Reduced abandon rate by 19%
- Increased first-call resolution by 8%
- Eliminated trunk capacity limits
- Boosted agent engagement
- Reduced call wait times
- Increased agent productivity
- Eliminated system maintenance and upgrade expenses
- Achieved FedRAMP compliance

On NICE inContact

"By using CXone to track critical data on call volumes, handle times and call types, we've improved efficiency, reduced wait times and increased productivity."

Amy Havens
Department Analyst
Department of State Information Center

Michigan Department of State Information Center Accelerates Customer Service with CXone

About the State of Michigan

The Michigan Department of State Information Center is the first place Michigan drivers turn with questions about renewing their driver's licenses or titling or registering motor vehicles. The Information Center receives around 3,000 calls daily; nearly 80 agents answer driver- and vehicle-related questions.

The Challenge

The Information Center's goal is to deliver excellent customer service by efficiently providing accurate information in a timely manner. However, meeting this objective was challenging, with a combination of antiquated, on-premises solutions. Compounding matters was the fact that the contact center system wasn't compatible with the new state-mandated phone system—and within a few short months, wouldn't be supported at all.

"The State of Michigan decided to switch to the Cisco phone system, which wasn't compatible with our contact center platform," explains Joe Rodriguez, Contact Center Manager. "In addition, our old on-premises system no longer had the functionality we needed: Our CRM had reached the end of its life, and the servers needed expensive upgrades."

Undertaking costly upgrades wasn't an attractive option, given the system's many limitations. "One of the biggest issues was that incoming call volumes often exceeded the number of available trunk lines," says Joe. "Calls couldn't get through, which negatively impacted our customer service."

Updating the system was also a difficult and lengthy process. "Making changes to the IVR menu was difficult," says Joe. "An internal government department made the updates, which meant it often wasn't updated in a timely manner."

"We weren't happy with our disparate systems, and the clock was ticking for us to find a better contact center platform," says Joe.

The Solution

To replace the outdated mix of solutions, the State of Michigan undertook a search for a new federally compliant, cloud-based contact center platform and selected NICE inContact CXone.

"One of the major reasons we chose CXone was because it is the only FedRAMP compliant platform out there," says Joe. "FedRAMP is critical because it's a government-wide program that provides a standardized approach to cloud security."

"We were also impressed with CXone's features and the capability of integrating other technologies, such as a CRM, with it as our department grows."

The Information Center had a limited time frame for implementing CXone, since the previous system was scheduled to be phased out later that year. With the Michigan team working closely with NICE inContact experts, the Information Center went live on CXone in just four months.

"We couldn't be more pleased with the NICE inContact team and their support throughout the implementation process. The day we went live, we had no downtime," says Amy Havens, Department Analyst "CXone has had a huge impact on our ability to deliver an outstanding customer experience."

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Opportunities Identified

Scalable Cloud Platform Reduces Abandon Rates

Troublesome issues that were common with the Information Center's old contact center platform are now a thing of the past. "Since CXone is a scalable cloud solution, we no longer have capacity issues where calls can't get through when volumes are high," says Joe. "Our abandon rates have fallen, too, because callers can now get through."

When the Information Center went live with CXone, the team initially received more calls than they could handle. "For the first 10 days after we went live, we had to adjust the number of allowable calls," says Joe. "We didn't realize that we actually received such high volumes, because our old system had limits on the number of calls it received."

With CXone, Joe and Amy can now collect data on call volumes and use it to explain proposed changes. "CXone's reporting helps justify whether we need to integrate additional technologies or hire more staff," says Joe.

Increased First-Call Resolution with Intelligent Routing

The Information Center is no longer dependent on another department to make IVR changes. With CXone, Joe and Amy can update the IVR themselves, which has positively impacted first-call resolution rates and other important metrics.

"Having the ability to immediately modify the IVR's language is huge," says Joe. "If a specific word or phrase needs to be updated, we can do it ourselves."

Amy further explains: "With CXone, we can tag incoming calls based on categories. We found that some callers were being transferred multiple times between different departments until they reached the correct person. Based on that information, we updated the IVR to redirect those calls, which dramatically increased our first-call resolution rate. By using CXone to gather critical data such as call volumes, call handling times and call press paths, we can quickly adjust the IVR to improve efficiency, reduce wait times and increase productivity."

Improved Agent Engagement with CXone

The improved efficiencies with CXone have been enthusiastically embraced by the agents.

"Our agents like CXone better than the previous systems," says Joe. "We use CXone dashboards, so they can view metrics, such as after-call work time. It gives agents important data they didn't have with our prior system."

"We have a great team of agents who suggest new ideas to enhance the CXone environment, such as adding new phone tags or listening to recorded conversations," he says. "They're invested in CXone's success."

Both Amy and Joe feel that CXone has improved the customer experience while driving efficiencies for the Information Center.

Joe is advocating that other Michigan Department of State divisions also consider switching to CXone. "I wouldn't have done that with our old system because it had too many issues," he says. "But if we're all using CXone, we can collect more metrics and have deeper visibility into our overall performance."

"CXone has delivered well above our expectations," concludes Amy. "From a short implementation that went very smoothly to working with the fantastic NICE inContact team, we're very pleased."

About NICE inContact

NICE inContact works with organizations of all sizes to create extraordinary and trustworthy customer experiences that build deeper brand loyalty and relationships that last. With NICE inContact CXone™, the industry's most complete cloud customer experience platform, we enable an exceptional agent and customer experience—every time and on every channel.

For more information, visit: www.NICEinContact.com