

## Case Study

# Swedish Rail

### CUSTOMER PROFILE

Swedish Rail is a train company that links Sweden and the Scandinavian capitals of Stockholm, Copenhagen and Oslo.

### WEBSITE

[www.sj.se/en/home.html#/](http://www.sj.se/en/home.html#/)

### NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- CXone Performance Management

### RESULTS ACHIEVED

- 52% reduction in after-call work time
- 17% reduction in average handle time
- 2% increase in agents' knowledge
- Increased customer satisfaction
- Boosted advisor engagement

### ON THE NICE SOLUTION

“The CXone platform is a game changer for employee engagement at Swedish Rail.”

Per Valvik  
Chief Information Officer Webhelp



## Swedish Rail Inspires Advisors to Deliver Outstanding Performance with CXone

### ABOUT SWEDISH RAIL

Every day, 140,000 people travel on one of Swedish Rail's 1,200 departures from 284 stations. The company primarily operates long-distance routes, including high-speed and night-train services, as well as regional rail, between major cities in Sweden and the Scandinavian capitals.

Swedish Rail's contact center operations are split between two locations about 100 kilometers apart. Two hundred advisors handle 800,000 interactions annually, using a wide variety of channels including phone, email, SMS text and social media.

Customers contact Swedish Rail for various issues, including checking on delayed trains, queries about booking numbers, disturbances on the tracks and others. Interaction volumes increase during poor weather, when trains are more likely to be delayed, and during vacation times, when a larger number of passengers are traveling.

### THE CHALLENGE

Swedish Rail's two customer service locations were each using different contact center platforms, which made it difficult to clearly understand how operations were performing as a whole.

One of the locations had been successfully using NICE CXone for four years, but the other used Solidus, a Mitel product, that had reliability issues, poor reporting and no real-time monitoring. The Solidus platform also limited Swedish Rail to just two channels: phone and email.

## Case Study

“We were focused on switching to a modern contact center solution, such as a cloud-based platform, with better reliability and broader functionality,” says Erik Erlandsson, Head of Support and Development, Swedish Rail Customer Service.

**“NICE CXone’s contact center solution is a safe and secure choice which creates great opportunities for our future contact center.”**

Erik Erlandsson, Head of Support and Development  
Swedish Rail Customer Service

### THE SOLUTION

Swedish Rail had entrusted Webhelp, a global leader in business process outsourcing and NICE CXone DEVone partner, to setup CXone at its first contact center so it was a natural choice to engage Webhelp again to implement CXone at the second contact center location. “We wanted Webhelp to create a solution that would develop our employees based on CXone’s real-time performance data,” Erik says. “We needed deeper visibility into our two contact centers’ performance, which was impossible to achieve when they were using different platforms.”

“Swedish Rail has a very strategic vision: to be the number one transportation company in the Nordic region,” explains Per Valvik, Chief Information Officer at Webhelp. “Uniting both locations on CXone was a key step in realizing that goal.”

“Another one of the key benefits of CXone is that Swedish Rail now has a truly multichannel platform,” Per says. “The previous solution only supported phone and email. With CXone, they can now offer more channels, including phone, email, SMS text and social media, including Facebook Messenger, Facebook Wall and Twitter. All of them are routed through CXone, which enables the company to report on channel performance individually and collectively.”

“With Swedish Rail, we wanted to avoid a common mistake that we see many contact centers

make, which is not unifying all channels on one contact center platform,” Per explains. “Social media, for example, might be handled by a third-party solution that isn’t unified with the broader contact center platform. That makes it very difficult to understand overall channel performance without a lot of tedious, manual reporting. By routing all of Swedish Rail’s channels through CXone, the company will always have a clear understanding of each channel’s performance.”

### Custom dashboards offer real-time visibility into KPIs

To give Swedish Rail real-time visibility into critical metrics, custom dashboards were created using CXone Performance Management, which can pull data from multiple data sources. In fact, Swedish Rail created identical key performance indicators (KPIs) for both contact center locations to facilitate uniform reporting. “By standardizing on the same set of metrics, we can easily replicate this setup for the entire company going forward,” Per says.

The dashboards are nicknamed BOOST, short for “Building Original Outstanding Self-Learning Teams.” With the dashboards, advisors are now empowered to monitor their own performance and hit goals set by Swedish Rail that will lead to better customer service.

“The advisors have continuous visibility into their performance, and they know exactly how close they are to satisfying their monthly goals,” explains Niclas Hansson, Change Coordinator at Webhelp. “The BOOST dashboards track a variety of metrics, including average handle time, talk time, etc. We want the advisors to meet their goals each month so customers receive an outstanding experience.”

“The advisors are rewarded when they reach their targets—it’s a very effective system for encouraging outstanding performance. In fact, after-call work fell 52%, and average handle time was reduced by 17%—all due to advisors having real-time performance visibility,” says Niclas.

### Gamification challenges drive higher performance

Using CXone Performance Management, Swedish Rail also created gamification challenges that incentivize and reward employees.

“The advisors can earn up to 15 coins each day for achieving their individual goals,” says Niclas. “The coins can be redeemed to buy prizes such as Swedish Rail train tickets. We also run team-based gamification challenges to incentivize high performance.”

One of the most positive outcomes from the gamification challenges is that advisors are motivated to offer suggestions for improvement. “Our ultimate goal is to create self-governing teams,” says Per. “The advisors want to continually meet their goals, so if they see opportunities where existing processes can be improved, they let us know.”

“For instance, advisors wanted to reduce their after-call work metrics. So they suggested modifying the call logging process. That change resulted in saving five to 10 seconds on every call,” says Per.

“We also have some great advisors who want to be coaches because they enjoy helping their peers improve. By recognizing our top performers in this way, it benefits the entire team.”

Swedish Rail has realized many positive business outcomes from CXone, including real-time visibility into performance, standardization of metrics across both contact center locations and increased employee engagement. In turn, customer satisfaction has risen, because the advisors are tightly focused on delivering an outstanding performance that contributes to a positive experience.

“CXone Performance Management dashboards inspire the advisors to align with Swedish Rail’s goals by giving them continuous feedback,” says Per. “CXone has been a game changer for employee engagement at Swedish Rail.”

## 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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