

## Impact 360 Partner Success Story: CONEXIS through NACR

**CUSTOMER:**

CONEXIS

**INDUSTRY:**

Benefits Administration

**SOLUTIONS AND SERVICES:**

Workforce Optimization Package from Verint® Witness Actionable Solutions™ powered by Avaya

**ENVIRONMENT:**

Avaya

**REGION:**

Americas

**MAIN LOCATION:**

Irving, Texas

**NUMBER OF AGENTS:**

100

**RESULTS:**

- Closed \$1.8 million in new business by sharing recorded interactions with prospective clients
- Saved \$125,000 annually by reducing the number of staff involved in forecasting and scheduling and minimizing the time required to load and manage data
- Improved quality scores by 10 percent
- Decreased average handle time by 25 percent
- Reduced new-hire training by one week, representing a savings of \$500 per new hire

**ABOUT NACR**

NACR (North American Communications Resource) is the value-added solutions provider of choice for today's leading businesses. NACR delivers proven, scalable, cost-effective solutions tailored to clients' communications needs in an end-to-end package that includes consultation, design, implementation and testing. NACR was launched in 1993 with only five employees. Today, it is Avaya's largest BusinessPartner worldwide and a six-time BusinessPartner of the Year, with employees and locations across the U.S. The company offers systems and support for every need, from voice over IP (VoIP) and converged network integration, to consultative services, ongoing maintenance and repairs.

**OPPORTUNITY**

CONEXIS, a Word and Brown Company, has been a recognized leader in the benefits industry since 1986. The company is the benefits administrator for more than 20,000 clients nationwide.

After upgrading its telephony and call center management systems to Avaya solutions, CONEXIS turned its attention to implementing full-time recording, quality monitoring and workforce management systems to further improve the performance of its call center in Irving, Texas. Approximately 100 agents, known as participant services representatives (PSRs), staff the CONEXIS call center. Each PSR handles more than 70 calls per day from employees of various companies inquiring about their benefits.

Given the sensitive information CONEXIS manages, the requirements that new clients were putting forth in their RFPs (request for proposals), and the need to quickly resolve disputes/complaints, the company decided to implement the Impact 360™ Workforce Optimization Package from Verint Witness Actionable Solutions powered by Avaya\*. "We wanted to have the latest and greatest technologies in our call center," explains Stephanie Misa, IT support services supervisor for CONEXIS. "Avaya has always been a trusted advisor with so much to offer."

**SOLUTION**

CONEXIS took special care in rolling out the Impact 360 Workforce Optimization Package, ensuring that employees understood its value in terms of legal protection, training and incentives. According to Jerome Farrow, PSCO (participant services claims and operations) training and workforce management project manager for CONEXIS, the company records all of its interactions, fulfilling client requirements and serving a critical record-keeping function. "Impact 360 helps us identify and investigate issues and resolve conflicts with greater accuracy and speed."

Up to 15 percent of calls are randomly recorded for supervisors to review and evaluate agent performance, including both the voice and data components of interactions. Supervisors sit down with PSRs on a weekly basis for coaching, replaying and critiquing four calls per agent.

Interactions recorded as part of what CONEXIS calls its "Witness Program" are used in training as well. Instead of disrupting the floor by having new hires sit with veteran PSRs, the company can play examples of both best-practice and ineffective calls in the classroom. Further, the company has expanded its evaluation form and assigned different weights to the questions. The visual representation of PSR scores for each question, provided through Impact 360's graphing capabilities, helps CONEXIS pinpoint learning opportunities and areas for additional training.

\* At the time of implementation, the solution was offered by Witness® Systems, which has since become part of Verint and renamed Verint Witness Actionable Solutions.

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*“Impact 360 helps us identify and investigate issues and resolve conflicts with greater accuracy and speed.”*

– JEROME FARROW, PSCO TRAINING AND WORKFORCE MANAGEMENT PROJECT MANAGER, CONEXIS.

In addition to full-time recording and quality monitoring, CONEXIS uses Impact 360 for workforce management. Anticipating surges in call volume during open enrollment season between October and March, CONEXIS is able to use Impact 360 to factor temporary agents into the schedule. With these scenarios, senior management can understand how and when hiring temps as opposed to full-time PSRs can optimize service while minimizing costs.

CONEXIS also uses Impact 360's Content Producer feature to produce eLearning clips from its captured interactions. Besides developing this type of content for use in training, CONEXIS uses it to help potential clients understand how its contact center operates.

### BENEFITS

Since adopting workforce optimization, CONEXIS estimates that approximately 40 percent — or \$1.8 million — of new business signed last year can be attributed to the ability to show prospective clients eLearning clips based on actual calls its PSRs handle.

Because Impact 360 is used for quality monitoring, CONEXIS can evaluate its PSRs not only on such soft skills as tone of voice and attitude, but also on their ability to navigate its customer information system, ensuring optimum use of technology resources and providing a better measure of PSR performance and customer satisfaction. Further, when CONEXIS expanded its evaluation form to include more questions with weighted scores, it decided to raise its quality standard from a score of 90 to a score of 95. Even with this change, more than 98 percent of PSRs consistently meet this performance goal.

With weekly coaching, quality scores have improved by 10 percent. In addition, the center's average handle time has dropped by 25 percent because PSRs are able to take more calls and handle those calls more efficiently. And by using Impact 360 in the classroom, new-hire training has been reduced by one full week, representing a savings of \$500 per new hire.

When it comes to workforce management, CONEXIS has saved \$125,000 annually by reducing the number of staff involved in forecasting and scheduling from three to one.

What began as a contact center initiative has expanded to other areas of CONEXIS' business. The company now uses Impact 360 to record 100 percent of incoming client calls and monitor the 10 representatives in its client services group. Having this functionality helps CONEXIS demonstrate service excellence — both in terms of how its PSRs handle calls, as well as in how it interacts directly with clients to ensure satisfaction and build lasting relationships.

### About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions™ was formed as a result of Verint's successful combination with workforce optimization provider Witness Systems. Our software and services enable organizations to capture and analyze customer interactions, improve workforce performance, and optimize service processes in contact center, branch, and back-office operations.

### Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading provider of actionable intelligence™ solutions for an optimized enterprise and a safer world. More than 10,000 organizations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.



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January 2008  
WAIM0807020U

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