

CASE STUDY

CUSTOMER PROFILE:

Financial Services

WEBSITE:

www.toyotafinancial.com

LOCATION:

Chandler, AZ; Cedar Rapids, IA; Baltimore, MD;
Atlanta, GA; Plano, TX

BUSINESS NEEDS:

- Modernize customer and agent experience
- Move away from lengthy and expensive on-premise upgrade cycles
- Salesforce CRM integration via seamless agent interface
- Ensure compliance in the cloud
- Employee engagement
- Expanded voice of the customer

NICE SOLUTIONS:

- Interaction Recording
- CXone Omnichannel Routing
- CXone Quality Management
- Agent for Salesforce®
- CXone Feedback Management
- CXone IEX Workforce Management

THE IMPACT:

- Successful Customer Experience (CX) implementation in less than a week
- Automated outbound call prioritization
- Increased "Right Party Connect" rates
- Fewer abandoned calls
- Better visibility into CX performance and behaviors
- Faster troubleshooting of customer issues
- More focused coaching
- More effective customer retention efforts

ON THE NICE SOLUTION

"I'm very proud of the team and NICE partnership that not just implemented a quality Cloud Contact Center at lightning speed but at a time when TFS agents and customers needed it the most. Because of their effort, 3000+ CSRs were able to work from home and stay safe and healthy while giving customers the best servicing experience during these unprecedented times."

Jyoti Ranjan Swain, National Manager, Toyota Financial Services | Information and Digital Solutions



A GLOBAL AUTO FINANCE AGENCY MANAGES A CX TRANSFORMATION AT LIGHTNING SPEED

About Toyota Financial Services

Toyota Financial Services (TFS) is one of the largest auto finance providers in the world. It provides flexible auto sales financing and leasing, comprehensive vehicle and payment protection plans, and well-rounded insurance offerings to Toyota customers worldwide. TFS also provides other financial services to authorized Toyota and Lexus dealers, affiliates, and their customers in most of the United States.

TFS contact centers, located in five locations across the United States, employ more than 3,000+ CSRs in 16 business units and handle 1.4M+ call volumes per month.

The Goal

TFS had outgrown and outpaced the legacy Genesys ACD and Avaya PBX-based systems it was using at its contact centers. The company needed more agility and flexibility to deliver its customers a consistent and seamless omnichannel experience.

With its focus on customer experience, TFS also wanted to expand its capability to collect and make use of feedback. The company therefore sought to centralize customer experience data and share it with its representatives in real time.

TFS determined that cloud-based technology would be best able to meet those goals for the contact center. However, to be effective, the solution would have to be able to handle very complex business processes, more than 40 toll free numbers, and over 500 IVR menu options. In addition, call recording and retention, especially for regulatory compliance, is critical for TFS as an enterprise financial organization.

Ultimately, TFS intended its migration to the cloud to be part of creating a fully integrated environment that can continue to evolve easily to meet changing customer expectations.



The Solution

TFS carried out a review of available options on the market and noted that NICE CXone is both the leading cloud-based customer experience platform and has a proven track record of successful migrations. The latter data point was especially important given the scale of the planned transition.

In addition, TFS conducted an in-house comparative evaluation and found NICE CXone to be the most agile and functionally robust. Among the key deciding factors was the maturity of the available integration of NICE CXone and the Salesforce platform. Another was the analytics capabilities of NICE CXone Feedback Management, the core of the NICE CXone voice of the customer platform, with the world's largest set of CX performance data.

TFS began with a pilot deployment in a single business unit; however, the company adopted the entire NICE CXone call center ecosystem, from call routing to voice and survey analytics to quality and workforce management. On the other hand, there was a concern with rolling the solutions out to 16 business units and six contact centers too quickly, which could risk negatively impacting the customer experience during the transition. The company therefore developed an innovative technical solution to keep customer history and call context intact during the migration to the new platform.

The TFS insurance division used NICE CXone Feedback Management to obtain feedback they never had before. A survey was set up to hear directly from Toyota dealers about their experience with TFS representatives.

In addition to that new layer of customer experience information, TFS integrated interaction recordings and survey results. Thanks to the CXone suite's inherent integration, surveys of Toyota customers or dealers include an attached recording of their interaction with TFS, which is accessible at the click of a button.

But then, COVID-19 struck

TFS chose NICE CXone and had a detailed implementation plan in place - and then COVID-19 struck. Suddenly, the entire workforce of six contact centers was sent to work from home for the first time in the company's history.

The original NICE CXone deployment was meant to take several months, with measured, deliberate progress to avoid disruptions to customer experience. In the unprecedented new circumstances, the concern for customer experience demanded the opposite approach: a rapid transition so TFS agents would be able to continue providing the expected contact center services.

An implementation of up to four months was to be squeezed into less than a week.

It was a process of continuous improvement, even as agents were receiving company-supplied laptops. Employees are simultaneously learning their way around new hardware, software, workflows and work-from-home protocols.

One of the most important technologies introduced at the time was a new softphone, embedded in the Salesforce environment with NICE CXone integration capabilities. CXone Personal Connection, a predictive dialer, made it possible for TFS to continue its operations as before in a work-from-home environment.

On top of those pressures, the pandemic also led to a whole new line of inquiries and issues among customers contacting TFS. The number of incoming calls expected during and immediately after the original rollout timeline was estimated based on past experience. In practice, however, the call volume during the pandemic was at an intense 200%.

The Results

Despite the lightning speed and unprecedented transitions, TFS successfully delivered the NICE CXone platform to 3,000 agents in less than a week.

"Timing of our transition was critical in transitioning our team members to work from home during the onset of the pandemic," said Maria Brink, General Manager of TFS Customer Service Center. "The leadership team believes the transition went smoothly and were able to quickly get our team members home and working very quickly."

TFS leadership credited three factors in their success.

The support: From the initial, pre-COVID planning to the unexpectedly concentrated deployment to the managed support afterwards, "the partnership between the NICE CXone and TFS IT teams was excellent," according to TFS Business Information Officer Gordon McGrath.

The technology: TFS representatives can log in from anywhere and use the headset to take or make calls with the same ease as in the office.

The agents: "It wouldn't have been possible without their support and ability to adjust," said Jyoti Swain, TFS Domain Information Officer, who managed and led this Contact Center deployment from IT. As he put it, the TFS contact center teams had to go through all the stages of change management within 48 hours.

About NICE

NICE (Nasdaq:NICE) is the worldwide leading provider of both cloud and on-premises enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data.

NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens.

Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com

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Among the immediate benefits TFS has seen following the CXone transformation are:

- Increased “Right Party Connect” rates
- Fewer abandoned calls
- Better visibility into CX performance and behaviors
- Faster troubleshooting of customer issues
- More focused coaching and follow-ups with dealers and consumers due to survey-based action alerts

Overall, the feeling is that this has been a good move for us and has given the business more control over administrative type changes that we can now do on the fly,” Brink added.

The Future

One of the reasons that TFS decided to partner with NICE CXone was the breadth and depth of the portfolio. Having seen the capabilities of NICE CXone in the most challenging circumstances, TFS is considering adding more analytics and automation, as well as a chatbot and other self-service options. The company is also investigating how NICE CXone can assist in expanding to support customers in new channels and with greater personalization.

“With NICE CXone, you can continuously improve both your customer experience and your agent experience, even in the most challenging of times,” McGrath added.

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