

## Website:

basicresearch.org

## NICE inContact Solutions:

- CXone Omnichannel Routing
- CXone Workforce Management (WFM)
- CXone Quality Management (QM)
- CXone Analytics
- MAX - My Agent eXperience
- CXone Chat
- CXone Email
- CXone APIs

## Results Achieved:

- Consolidated eight segregated systems into two cloud-based integrated systems
- Reduced new agent training time by 78%
- Eliminated 12 servers from data center
- Improved agent performance with a single interface for email, chat and inbound and outbound calls

## On NICE inContact

“We were able to build a custom integration between NICE inContact and Dynamics 365 CRM that enables us to track every sale and contact—across every touchpoint we’ve had with the customer.”

Scott Snell  
IT Development Manager, Basic Research

# Basic Research Improves CRM, Customer Experience with NICE inContact

## About Basic Research

Founded in 1992, Basic Research set out to revolutionize the dietary supplement and cosmetic industries with three guiding principles: honesty, integrity and imagination. Since that time, it has become a top distributor to 45,000 individual retail outlets in over 35 countries, selling more than 60 million products across 25+ brands. This award-winning, multimillion-dollar company distributes some of the best-selling, most sought-after health and beauty products in the world. While at least 75 percent of its business is B2B, Basic Research has also built a thriving B2C business in which consumers order directly from the company by phone or online.

## The Challenge

In addition to its core B2B business, Basic Research’s B2C business is booming. Because consumers order direct by phone or from the website, the company’s 35-agent contact center is pivotal. So are the three BPOs it uses for call overflow—especially during significant increases in volume following marketing campaigns.

But with its previous mix of technologies—anchored by an on-premises Cisco Contact Center Express system—the company didn’t have the capabilities it needed, and its customer experience was far from optimal.

“We were using multiple systems originally but were able to streamline all that down to basically NICE inContact and our Dynamics CRM solution,” Scott says. “Before when we were using a bunch of old systems that really didn’t talk well together, it was hard to track even where a call was coming from.”

“We weren’t able to manage the 2,500 toll-free numbers we recycle in our campaigns or route the calls appropriately, whether to our contact center or our multiple BPOs,” he explains. “We also weren’t able to look at every call ‘cradle to grave’ to see how the calls were being dispositioned.”

## The Solution

Basic Research made the move to the NICE inContact CXone cloud platform to improve call flow and routing using its vast customer data. With the Microsoft Dynamics 365 CRM system already implemented for customer management, orders and credit card processing, as well as managing ads and tracking toll-free numbers, the company needed an open contact center solution that could seamlessly integrate with its CRM system. Basic Research worked with NICE inContact to build a custom integration that routes calls based on agent skills, phone number, and the specific advertising the caller is responding to.

This integration also helped Basic Research ensure a quality experience for every interaction. Scott explained that with just 35 in-house agents, BPOs are important resources for call overflow but weren't fully integrated in terms of intelligence and CRM.

"Prior to moving to NICE inContact CXone, we were just transferring calls to the BPOs and keeping our fingers crossed that someone was there to answer them," he says. "We couldn't really track these calls accurately, and we ultimately found we were having a lot of abandons."

Scott says that with NICE inContact CXone, calls are now routed to the best agent, whether in the contact center or BPO, and agents are provided with extensive visibility into the customer relationship for each incoming call.

"Using NICE inContact APIs, our BPOs are now contacted to detect if right-skilled agents are available for a particular 800-number's call type," he says. "The system routes a call to the most qualified agent, regardless of where they are. And if the call is about an existing order, that agent instantly gets a screen pop of the Dynamics CRM account information so agents have everything they need to provide the customer with personalized and speedy service."

Agent adoption of the system has been easy, Scott says. "Agents' lives have been simplified because calls are automatically tied to the order or account number. And the system is so simple to use that training time for new agents has been reduced by 78 percent—from two weeks down to a few days."

Scott explains that incorporating My Agent eXperience (MAX) has also had a significant impact on agents. "MAX has made a big difference in the agents' experience and in their efficiency and

has empowered them to focus on the customer interaction," he says. "We've been able to improve agent performance by utilizing MAX and giving agents a single interface where they could reply to emails, chat with customers on our website, make outbound calls via the dialer and receive inbound calls."

### The Benefits of Moving to the Cloud—and CXone

Scott says that moving to the cloud—and to the CXone platform—has driven efficiencies and improved performance by consolidating and streamlining operations and eliminating hardware.

"First, we've reduced the number of applications and streamlined our infrastructure," he says. "We were able to consolidate eight segregated systems into two integrated systems—all cloud-based. This removed not only the need for 12 servers in our data center but also the need for agents to be in a single location. Now they can take calls from anywhere."

Better visibility into the customer relationship has led to improved agent productivity and reporting.

"Obviously, being able to route calls more precisely allows for easier management of the calls and agents," Scott explains. "And through API calls, our data warehouse and reporting systems, we have more visibility into the analytics of our contact center and the BPOs. It also provides executives with more visibility on how the contact center is operating."

"Agent performance improved with MAX (My Agent eXperience). Our agents now have a single interface where they can reply to emails, chat with customers on our website, make outbound calls and receive inbound calls."

Scott Snell, IT Development Manager, Basic Research

### Looking Forward to an Even Better Experience

With integrated technology and deeper visibility in place, Basic Research continues to enhance the experience it provides to customers. Scott says the company is currently looking at ways to raise the bar even higher. "We're looking at implementing SMS (texting) soon," he says. "We're also hoping to take advantage of CXone Advanced Chat, and we want to start measuring the impact customers who chat with us have on our conversion rates."

## 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)