

## Customer Profile:

Manufacturer of power wheelchairs for persons with limited mobility

## Website:

[www.hoveround.com](http://www.hoveround.com)

## Nice inContact Solutions:

- CXone Personal Connection
- CXone Omnichannel Routing
- CXone Reporting
- CXone APIs

## The Impact:

- 116% increase in conversion of intakes to leads
- 50% increase in sales conversions
- 42% increase in call handling
- 90% improvement in service level agreements
- 76% reduction in post-call work time
- 28% reduction in costs
- 38% reduction in contact center headcount

"CXone Personal Connection has really revolutionized how we do business. Our lead conversion increased by 116%, which is almost unheard of, and it's all done through the CXone platform."

Jan van Dalen  
Director of Information Technology  
Hoveround

# Hoveround Realizes Massive Efficiency Improvements and Cost Reductions with NICE inContact

## About Hoveround

After 25 years, Hoveround has become the largest direct-to-consumer manufacturer of power wheelchairs in the United States. The company's mission is to improve the quality of life for those with restricted mobility, and they continually research better ways to give their customers a fuller, richer experience through improved mobility.

## The Challenge

As part of that mission, Hoveround realized they needed a new contact center solution so they could better service prospects and customers. "Before NICE inContact, we used an on-premise PBX with about 700 phones," explains Jan van Dalen, Director of Information Technology. "At that time, we were a strictly segregated call center - some agents handled inbound calls and others took outbound. Our inbound calls were pre-screened by an outside contact center which was very costly."

"We also had 400 agents at the time and, depending on call volumes, our outbound agents could be incredibly busy while the inbound agents were idle or vice versa. It was very challenging to manage call flows efficiently. The on-premise PBX also wasn't integrated with our CRM."

"We finally decided it was time to transition to a new contact center environment without spending a couple of million dollars. Moving to an affordable cloud-based solution, like CXone, was very practical for us, plus NICE inContact offers CXone Personal Connection, which has been a game-changer for our contact center," says Jan.

## The Solution

Hoveround has been a NICE inContact customer since 2011 and was one of the first companies to use CXone Personal Connection, a patented proactive outbound dialer that generates more revenue and fewer hang-ups.

“With CXone Personal Connection, we completely revamped how we were running our call center,” explains Jan. “We went from a segregated inbound/outbound model to an entirely blended environment. That one change has allowed us to reduce costs tremendously and gain efficiencies.”

“CXone Personal Connection has been a life saver, and it’s revolutionized our business. It’s enabled us to reduce our headcount from close to 400 agents to 250 – that’s a 38% reduction – just by moving to a fully blended environment. “

He continues, “With CXone Personal Connection, we saw dramatic conversion increases – everything went up and costs went down, which is the ideal situation. Our conversion of intakes into leads rose 116%, which is unheard of, and conversions to sales increased 50%. We are now handling 42% more calls than before we deployed CXone, because our agents can take more calls in a shorter timeframe.”

[“CXone Personal Connection has revolutionized our business.”](#)

## Opportunities Identified

### [Automating the Inbound/Outbound Experience](#)

“Our old on-premise PBX system didn’t have any integration with our home-grown CRM, so ease of integration was a key factor when we chose NICE inContact,” says Jan.

“CXone Personal Connection is always dipping into our CRM database to grab leads based on priority and put them into the queue. If our agents aren’t getting any inbound calls, then CXone starts dialing records automatically to make outbound calls.”

“CXone Personal Connection will leave a voice message if an answering machine responds to our call. If a live person answers, CXone Personal Connection eliminates the traditional awkward pause and connects the customer immediately to an agent. We’ve completely automated the entire inbound and outbound experience with Personal Connection.”

“The integration with our CRM also positively impacted wrap-up time, because our agents don’t spend as much time manually entering notes into the call record. Wrap-up time used to be one minute and now it’s 14 seconds. With 250 agents, that’s a huge efficiency gain. Our agents also love it, because their day goes faster.”

### [Fine-tuning Outreach for Different Leads](#)

Jan continues, “CXone allows us to fine-tune and customize how we reach out to different types of leads. For instance, if someone visits our website and they want us to contact them, we could actually call them back within 45 seconds. However, many of our customers are elderly and would be shocked if we contacted them so quickly. Therefore, we’ve fine-tuned CXone to wait about seven minutes before we call.”

“Other types of leads, such as those that come in through business reply cards, are about 10 days old so the system calls them immediately. Our managers can also fine tune calling, because CXone is very easy to adjust. CXone Personal Connection is looking at all that information constantly to determine how to best reach out to the prospect.”

### [28% Cost Reduction and Outstanding Service](#)

Jan says Hoveround has realized large cost reductions with CXone. “Our expenses fell about 28%, because we reduced the number of agents, and we moved our 800 numbers to NICE inContact for better usage fees. Since CXone is cloud-based, we don’t need to maintain any equipment, which also positively impacts our bottom line.”

He continues, “We’ve always been treated extremely well by NICE inContact, and we’re very thankful for that. My best advice to other contact centers is if you need a cost-effective solution that offers both inbound and outbound functionality, NICE inContact is your best choice. Therefore, I highly recommend it.”

[“I highly recommend NICE inContact to any contact center, especially if you need to process both inbound calls and outbound dialing.”](#)

## About NICE inContact

NICE inContact makes it easy and affordable for organizations around the globe to create stand-out customer experiences while meeting key business metrics. NICE inContact provides the world’s #1 cloud customer experience platform, NICE inContact CXone™, built on an open cloud foundation that is flexible, scalable and reliable for enterprise, small business, government and business process outsourcers. NICE inContact is a part of NICE (Nasdaq: NICE), the worldwide leading provider of both cloud and on-premises enterprise software solutions.

For more information, visit: [www.NICEinContact.com](http://www.NICEinContact.com)