NICE · inContact **CX** one

SUNRUN®

Customer Profile:

Residential solar

Website:

www.sunrun.com

NICE inContact Solutions:

- inView™ Performance Management for CXone
- CXone Omnichannel Routing
- CXone Personal Connection
- Proactive XS
- CXone Agent for Salesforce®
- CXone ECHO
- CXone Workforce Management Enterprise
- CXone APIs
- CXone Open Cloud Foundation

Results Achieved:

- 5% reduction in average handle time
- Savings of two full time employees
- 20% reduction in misrouted service calls to Sales
- 11% reduction in misrouted service calls

On NICE inContact:

"The business impact of the IVR redesign was felt in all departments and, most importantly, it had a positive effect on the customer experience."

David Ernest, Manager
Contact Center Operations, Sunrun

Sunrun Transforms Customer Service with NICE inContact

About Sunrun

Sunrun (Nasdaq:RUN) is the nation's largest residential solar, storage and energy services company. With a mission to create a planet run by the sun, Sunrun has led the industry since 2007 with their solar-as-a-service model, which provides clean energy to homeowners with little to no upfront cost and at a saving compared to traditional electricity. The company designs, installs, finances, insures, monitors and maintains the systems, while families receive predictable pricing for 20 years or more and a production guarantee. The company also offers a home solar battery service, Sunrun Brightbox, that manages household solar energy, storage and utility power with smart inverter technology.

The Challenge

Sunrun is a fast growing company in a hot market. To further fuel their growth, they have a strong focus on delivering outstanding customer service. However, the call center solution they were using wasn't facilitating that goal.

David Ernest, Manager Contact Center Operations, explains, "Outbound calling can be difficult. We wanted to determine our contact rate, how successful we were calling potential customers, and appropriate staffing levels – that was difficult to do in the past. We also had a lot of trouble integrating with Salesforce. We want Salesforce to be our record of truth, and, we were having a hard time getting data to accurately sync and update."

The Solution

"One of the biggest reasons we selected NICE inContact CXone," continues David, "was the data integration and out-of-the-box mapping with Salesforce. CXone's reporting is also better than the previous solution, especially with inView Performance Management for CXone. Improved reporting and integration with Salesforce were the two main reasons we made the switch to NICE inContact."

Opportunities Identified

Salesforce Integration Enhances Productivity

A flagship project that resulted from integrating CXone and Salesforce was routing inbound calls more efficiently between five different departments. "Our sales team used to get a significant amount of misdirected calls each month," explains David. "It was a huge productivity drain for them to transfer callers to the right team. Each misdirect added about five minutes of hold time."

"We developed an integration using CXone APIs to automatically verify if the caller has a contract with us and then intelligently route them to the correct department. That change lowered our average handle time by 5%, which is the equivalent of two full time sales employees, and reduced the number of misrouted calls by 11%. Our CXone ECHO survey results confirmed that this had an immediate positive impact on the customer experience, too."

The CXone and Salesforce integration also boosted productivity and efficiency for David's IT team. "Now that our contact center data is integrated with Salesforce, our business users can run their own reports using Salesforce, an interface they are familiar with. If we didn't have the Salesforce integration, I'd have to hire additional analysts for my team to support all the reporting requests," says David.

"The CXone and Salesforce integration has had a significant impact on our outbound conversion rates, and it has also reduced our acquisition marketing spend."

David Ernest, Manager Contact Center Operations, Sunrun

Gaining Visibility into Real-time KPIs

Sunrun uses inView Performance Management for CXone to give agents important feedback on their performance. "With inView dashboards, agents can see their important KPIs in real-time," explains David. "We've also built dashboards for directors and managers – they get a higher level view of arrival patterns, performance, and a real-time view of how their agents are doing."

"My Operations team has TVs in their area so they can monitor service levels (SLAs) using inView dashboards. If we're not meeting our KPIs, we can pivot our strategy and communicate to the floor that, until further notice, no more offline coaching, team meetings, etc. until we recover."

"We also use inView for gamification to motivate agents," continues David. "We give everybody access to the metrics and use it in a fun way so employees aren't concerned if peers see their data. Every week, we reward the top person for sales conversions, and it's driving a more competitive spirit."

Workforce Management Assists Scheduling

Before CXone, Sunrun used spreadsheets to manually determine staffing requirements which was cumbersome and time-consuming. "Before CXone, we had a lot of unoccupied time in our call center," says David. "We also were putting our employees through a lot of pain, because we were moving their schedules, sending them home early, etc. With CXone Workforce Management Enterprise, we now have an integrated solution for forecasting schedules based on historical call volumes, so we are much less reactive."

"Before, we had a 60% occupancy rate. Now with CXone Workforce Management Enterprise, we're close to 90%, and we're still hitting our service level, abandon rates, and speed-to-dial KPIs. And our employees are happier, because we're not changing their schedules so frequently or moving their shifts around."

"NICE inContact has a Vested Interest in Our Success"

Given the positive impact CXone has had on Sunrun's business, it's easy to see why David is enthusiastic about NICE inContact. His kudos also extend beyond technical product functionality to NICE inContact's outstanding service and support. "We test a vendor's support package to the limit, because we're always pushing the envelope. The NICE inContact support team has been great in being understanding and reacting quickly. That's even more important to us than technical functionality or cost savings. I know NICE inContact has a deeply vested interest in our success and that's very important to us at Sunrun."

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