

Case Study

BAYADA Home Health Care

CUSTOMER PROFILE

BAYADA Home Health Care delivers clinical and personal care support services to clients in their own homes.

WEBSITE

www.bayada.com

NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- CXone Email
- MAX – My Agent eXperience
- inView™ Performance Management for CXone
- CXone Quality Management

RESULTS ACHIEVED

- 97% decrease in average speed of answer
- 87% decrease in abandon rate
- 70% increase in email service levels
- 50% decrease in queue hold times
- 34% increase in phone service levels
- 25% cost reduction for servicing phone calls
- 15% cost reduction for servicing emails

ON THE NICE SOLUTION

“CXone is, hands down, the best system I’ve ever used. It’s simple, easy and flexible enough to meet the needs of our complex, growing business.”

Martin Jones
Director of Contact Center Operations
BAYADA Home Health Care



BAYADA Streamlines Contact Center Workflows with CXone While Undergoing Tremendous Growth

ABOUT BAYADA HOME HEALTH CARE

BAYADA Home Health Care delivers clinical and personal care support services to clients in their own homes, helping them live with comfort, independence and dignity. The company has 360 offices in 23 U.S. states, as well as five international offices, and employs 28,000 personnel, most of whom are nurses and home health aides.

The 45 agents at its New Jersey contact center serve as the first point of contact for clients’ families, doctors’ offices, hospitals and insurance companies. The agents determine which services are needed and initiate client care.

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THE CHALLENGE

In recent years, BAYADA's exponential growth led to issues with its old contact center system, an on-premises office product, that had limited functionality, poor scalability and reporting and no omnichannel support.

"Our old system wasn't meeting our needs," explains Martin Jones, BAYADA Director of Contact Center Operations. "For example, every phone in the office rang when we received a call. It just didn't have the functionality to handle our growth."

The previous solution also had antiquated reporting. "We desperately needed visibility into our performance," says Martin. The few metrics they did have suggested significant problems. "With our old system, our abandon rate was approximately 20%, which was unacceptable. However, we knew it would be nearly impossible to improve without moving to a new contact center solution," says Martin.

"Our fast growth would be impossible to handle without CXone. It is the backbone of everything we do, and it has been integral to our success."

Martin Jones
Director of Contact Center Operations
BAYADA Home Health Care

THE SOLUTION

Martin and his team quickly decided they wanted a cloud-based solution, and the company closely examined their options. "We evaluated every vendor in the Gartner Magic Quadrant," he says. "We selected NICE CXone because of the phenomenal product and the sales team's diligent focus on our needs. We just clicked with them, and that was what separated NICE CXone from the pack."

Abandon rate falls 87%

With the implementation of CXone, BAYADA saw major improvements. "In our old system, our

abandon rate was about 20%. Today, it's just 2.5% – an 87% reduction!" says Martin.

To improve the customer experience, BAYADA simplified its Interactive Voice Response (IVR) to get callers to the correct agent right away. Modifying the CXone IVR is easy, so Martin's team tweaks it when necessary.

"CXone is so technically advanced, but it's also so simple that we can make IVR adjustments at any time," enthuses Martin. "That combination of flexibility and simplicity makes CXone invaluable to our business."

Email service levels also improved 70% with automated routing. This was a significant improvement, considering that BAYADA's email volume grew 51% that same year.

Martin explains: "We set up CXone to analyze each email's subject line and sender and route it to the correct agent based on that information. New client referrals are prioritized highest and are sent to specific agents, for example. This is all done automatically and helps us be so much more efficient, even as our email volume increases."

Agents master CXone in less than a day

Initially Martin and his team were concerned about the agents' ability to easily migrate to an entirely new system. MAX – My Agent eXperience, an agent interface in CXone that streamlines and consolidates all contact center interactions, proved to be a game changer.

"The MAX interface is so intuitive that the agents learned it very quickly," says Martin. "It took our staff less than a day to become familiar with MAX once we turned everything on. That's really a testament to CXone's simplicity."

Deep insights into performance with inView Performance Management for CXone dashboards

After suffering through years of poor visibility and reporting with their previous system, BAYADA now uses inView Performance Management for CXone to track agent performance via real-time dashboards. "Agents can access their own

scorecards, and managers can quickly view their team's performance," Martin says.

This meant full transparency into employee workload. "With our old system, we knew some employees weren't working efficiently, but it was difficult to address because we had limited visibility into their performance," he explains. "Today we can balance workloads better, because inView Performance Management for CXone dashboards tell us exactly what each agent contributes. Employee satisfaction is higher since everyone is pulling their own weight."

BAYADA also incorporates non-contact center metrics into the inView Performance Management for CXone dashboards, such as its Net Promoter Score. "It's great that we can include data from other sources to give our agents holistic performance information," says Martin.

Significant reduction in contact center costs

In spite of the company's tremendous growth, it hasn't experienced an equivalent rise in contact center expenses. "The cost of our contact center services fell significantly since using CXone," says Martin. "For example, our expenses for phone have decreased 25% and 15% for email."

Much of the savings is due to increased system efficiencies. "If we were still using our old system and growing at our current pace, we would need to double our staff," he says. "With CXone, we can right-size our team to our growth. The efficiencies and cost savings we've realized are tremendous."

CXone is an important asset to BAYADA's ability to grow rapidly, efficiently and cost-effectively – both now and in the future. "CXone is the best offering on the market because it's the simplest and easiest to use," Martin says. "There's also great service after the sale, so we always have expert help when needed."

"CXone has the flexibility to satisfy our complex needs," he adds. "It doesn't paint you into a corner like some other systems. In my 25 years in the industry, CXone is, hands down, the best contact center solution I've ever used."

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.

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