

Customer Profile

Based in Houston, Texas, Mattress Firm is the leading specialty bedding retailer in the U.S.

Website

www.mattressfirm.com

NICE CXone Solutions

- CXone Omnichannel Routing
- CXone Workforce Management
- CXone Reporting
- CXone Quality Management
- CXone Interactive Voice Response

Results Achieved

- 21% increase in quality of service scores
- 22% reduction in average handle time
- 31% increase in schedule adherence
- 66% increase in Consumer Affairs rating

On NICE CXone

“With CXone Workforce Management, I no longer use Excel to manually create schedules. Now we can create accurate schedules in minutes rather than hours or days.”

Jared LaMorte
Senior Manager of Quality and Training
Mattress Firm

Mattress Firm Boosts Operational Efficiency with NICE CXone

About Mattress Firm

Mattress Firm strives to occupy a unique niche by offering a large selection of quality, name-brand bedding products at competitive prices. Their success is paying off as the company is the leading specialty bedding retailer in the U.S. with more than 3,500 stores across 50 states.

Headquartered in Houston, Texas, Mattress Firm has two contact centers staffed by 67 agents who take inbound calls on topics ranging from filing warranty claims to requesting product information.

The Challenge

In order to deliver outstanding customer service, Mattress Firm places a strong focus on interaction quality and operational efficiency. Before they switched to the NICE CXone cloud customer experience platform, they used an out-of-date system that made it difficult to deliver exceptional customer experiences.

“Our old system was antiquated” says Jared LaMorte, Senior Manager of Quality and Training. “There was no support for scheduling so we used Excel to manually run forecasts, which was time-consuming and frustrating. To top it off, the vendor no longer supported the system, so it was a nightmare to get help when we needed it.”

The Solution

By switching to NICE CXone, Mattress Firm was particularly excited to use a unified cloud platform that includes support for workforce management, quality management and skills-based routing.

“We’ve realized some big operational improvements with CXone including increased customer satisfaction, greater efficiency in creating forecasts and ensuring schedule adherence and a big boost in agent productivity and interaction quality,” says Jared.

Opportunities Identified

Eliminating manual forecasting with Excel

Creating accurate forecasts and schedules is a critical prerequisite to ensuring appropriate staffing levels which, in turn, impacts the customer experience. Jared explains, “I love using CXone Workforce Management to create forecasts. With our old system, I was manually creating them in Excel.”

Using CXone Workforce Management to automatically create schedules has boosted Mattress Firm’s efficiency. “Running forecasts in Excel is very inefficient and time-consuming,” says Jared. “With CXone, we can focus on doing more things within our contact center—that’s a huge plus.”

Boosting schedule adherence by 31%

Schedule adherence was non-existent before Mattress Firm switched to CXone. And it was a big pain point: Without a systematic way to spread out agents' breaks, callers couldn't get help when they needed it.

"Before CXone, adherence really didn't exist in our contact center. It used to be that half the call center would leave at lunchtime," says Jared. "We now use CXone Workforce Management to monitor our real-time adherence (RTA), and we schedule agents so the queue is manageable and calls are answered quickly. Our schedule adherence has improved by 31%, which positively impacts customer satisfaction and reduces complaints."

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Increasing quality scores by 21%

Mattress Firm uses CXone Quality Management to ensure agents have high quality interactions with customers. "When we first launched our QA program with CXone," says Jared, "our quality scores were around 50%. Now we're around 70%, which is a 20% improvement."

"We were really excited to implement CXone Quality Management, because we could finally have a third-party QA team score calls to get an accurate reading on the customer experience. Before CXone, our supervisors scored their own agents, which could introduce bias. Our scores are now more accurate so we can better evaluate the quality of service we're delivering. Improving the scores by over 20% is also really exciting."

"Handle times have also gone down 22% with CXone. We attribute that to our quality program, because we place a heavy emphasis on process and procedure when we're scoring calls. When the agents follow the correct process in the correct order, they'll be more efficient, which reduces call length."

Jared also utilizes CXone Quality Management in innovative ways to motivate agents. "We launched five QA programs with the purpose of recognizing outstanding performers which were very successful. We used a CXone trends report to identify the top performer each week. The contact center managers presented the winner with a trophy, and the following week, it was handed off to the next winner. It was a lot of fun to recognize the best performers, and it was very motivating for all the agents."

Driving positive business outcomes

NICE CXone has played an integral role in improving the customer experience for Mattress Firm. "There is so much you can do with CXone," says Jared. "For us, CXone has positively impacted agent productivity, increased customer satisfaction and helped our operations run far more efficiently."

"CXone is an innovative platform that's very simple, very easy to use. I definitely recommend NICE CXone to any contact center that wants to efficiently improve the customer experience."

About NICE CXone

NICE CXone works with organizations of all sizes to create extraordinary and trustworthy customer experiences that build deeper brand loyalty and relationships that last. With NICE CXone™, the industry's most complete cloud customer experience platform, we enable an exceptional agent and customer experience—every time and on every channel.

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