

Case Study

Fossil Group

CUSTOMER PROFILE

Fossil Group is an U.S.-based fashion designer and manufacturer of distinctive watches, wallets, handbags, accessories and wearables

WEBSITE

www.fossil.com/us/en.html

NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- CXone Workforce Management
- CXone Quality Management
- CXone Reporting

RESULTS ACHIEVED

- Unified 17 global contact centers and three third-party call centers on CXone
- Increased customer satisfaction
- Improved contact center forecast accuracy

ON THE NICE SOLUTION

“Before CXone, we couldn’t report on overall contacts across our 17 locations worldwide. Now – for the first time – we have insight into our company’s global performance.”

Kim Carrillo
Operations Manager
Fossil Group

FOSSIL GROUP

Fossil Group Unifies 17 Contact Centers Worldwide on CXone

ABOUT FOSSIL GROUP

Fossil Group, Inc. is a global design, marketing, distribution and innovation company, specializing in lifestyle accessories. Under a diverse portfolio of owned and licensed brands, its offerings include fashion watches, jewelry, handbags, small leather goods and wearables. The company is committed to delivering the best in design and innovation across owned brands, Fossil, Michele, Misfit, Relic, Skagen and Zodiac, and licensed brands, Armani Exchange, BMW, Chaps, Diesel, DKNY, Emporio Armani, Kate Spade New York, Marc Jacobs, Michael Kors, Puma and Tory Burch. Fossil brings each brand story to life through an extensive distribution network across numerous geographies, categories and channels.

THE CHALLENGE

Fossil Group is a global company, and before using NICE CXone, its 17 contact centers used different software solutions, which made it challenging to understand exactly how the company was performing as a whole.

“Before NICE CXone, we had multiple systems,” explains Brianna Love, Global Supervisor for Workforce Management. “We used one vendor for our contact center system, a second vendor for reporting and a third for workforce management. Reporting was a huge challenge because the multiple systems didn’t talk to each other. We had to manually piece together data from our North American, European and Asian contact center systems, making it difficult and time-consuming to understand our overall performance.”

Case Study

Limitations in each system also negatively impacted productivity and the customer experience. “With the previous systems, we couldn’t skill our agents appropriately,” continues Love. “If agents were bilingual, we couldn’t set up the system for them to take calls in both English and Spanish.”

“One of our biggest pain points was creating forecasts and work schedules,” she says. “We were generating them manually using Excel and basing these on our best guess of call volume patterns, which meant we had no way to verify if forecasts and schedules were correct.”

“Our biggest victory with CXone has definitely been forecasting. In the past, we used Excel to create forecasts, which was time-consuming and inefficient. Now we have accurate forecasts, which means we can plan our staffing requirements more precisely.”

Kim Carrillo, Operations Manager, Fossil Group

THE SOLUTION

Fossil Group decided it was time to bring together all its global locations on a unified contact center solution. It chose NICE CXone to support its organization worldwide.

“The global impact CXone has had on Fossil is tremendous,” explains Love. “We can finally view all of our performance data on one unified platform, which not only saves time but also helps us understand if we’re delivering a great customer experience across the globe. CXone has positively impacted our training, coaching, forecasting, customer satisfaction, agent engagement and so much more.”

Agent engagement increases with CXone Workforce Management

CXone Workforce Management has been a game-changer for Fossil’s agents and supervisors. “Automated forecasting and scheduling using Workforce Management saves us about 20 hours per week – that’s a huge time savings!” says Love.

CXone Workforce Management has also had a positive impact on creating automated forecasts. “One of our biggest wins is that we now have accurate forecasts based on historical call volumes,” explains Kim Carrillo, Operations Manager. “Before CXone, we always thought that Monday was our busiest day. With CXone Workforce Management, we were shocked to learn that Tuesday actually has the highest call volume! That was enlightening because now we can schedule our agents appropriately.”

Fossil Group also uses the accurate forecasts to schedule its third-party call centers. “Using CXone forecasts, we now know when we’ll need our third-party call centers to help out, such as when our agents are off the phones for corporate events like our annual Halloween party,” says Love. “Before CXone, we had to make the case to senior leadership that it was okay to take agents off the phones based on our best guesses. Now we have hard data to support our recommendations.”

CXone has also increased agent engagement because they’re now empowered to take a more active role in scheduling. “Our agents enjoy CXone Workforce Management more than the previous system because they have far greater control over their schedules,” explains Carrillo. “With CXone, they can bid on the shifts they want, which helps them feel empowered. They can request time off through CXone Workforce Management, and we can easily approve it. They can also view their schedules online, so it’s much easier for them to check when they work next.”

Boosting customer satisfaction with agent skilling and call-back functionality

By skilling its vast team of agents appropriately, Fossil Group has increased customer satisfaction. “With our previous systems, we couldn’t skill agents to take calls based on multiple language proficiencies,” explains Love. “For instance, bilingual agents couldn’t be skilled to take calls in both English and Spanish. With CXone, we’ve skilled our agents based on the languages they speak, which helps us improve our customer experience.”

During the busy holiday season, Fossil Group takes advantage of CXone capabilities to reduce hold times and boost customer service. “We implemented the call-back feature in CXone, so customers who are waiting on hold can choose for us to call them back while maintaining their spot in the queue,” explains Carrillo. “It’s the type of functionality we didn’t have with our previous systems, and it goes a long way in reducing customer frustration and complaints.”

Global reporting across 17 worldwide locations

Considering that poor reporting and lack of visibility were major pain points with the previous systems, Fossil Group has reaped many benefits with CXone Reporting.

“We use a lot of reporting from CXone,” says Love. “For instance, if abandon rates are high, we can analyze abandonment by skills and even drill down into an individual agent’s performance to understand the root of the issue. We can then use that analysis to set particular queues at a higher priority to shorten hold times.”

“Every week we create customizable dashboards using CXone that contain each agent’s key metrics, including average handle time, number of contacts per hour and more. The agents are given access to their dashboards so they can review their own performance.”

Easily generating performance reports for Fossil Group’s global customer service organization has been a game changer. “We can now see all of our performance numbers on one platform rather than manually combining data from our 17 contact centers,” says Love. “That saves enormous amounts of time, and we understand exactly where we stand in terms of customer service across the globe.”

NICE CXone helped Fossil Group realize its goal of unifying its customer service organization worldwide, so it can work together as one team. The experts at NICE CXone played a big role in bringing that vision to fruition.

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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“Working with NICE CXone to implement CXone was a wonderful experience,” Love says. “Everyone was knowledgeable and helpful, and we felt very supported during the implementation. By unifying all of our offices and third-party call centers on CXone, we can now deliver an outstanding customer experience around the globe.”