

Nationwide Utilizes Avtex's WFM Adapter for Genesys Cloud to Maximize WFM Performance in New Cloud Environment



Nationwide®

About Nationwide

Since 1926, Nationwide has grown from a small mutual auto insurer to one of the largest insurance companies in the world. Based out of Columbus, Ohio, the Fortune 100 company currently provides a full range of insurance and financial services products including auto, business, homeowner, farm, and life insurance plans. It also offers public and private sector retirement plans, annuities, and mutual funds, as well as pet, motorcycle, and boat insurance. Nationwide prides itself on delivering customer-focused service.

At-a-Glance

- **Deployment of WFM Adapter for Genesys Cloud**
- **Flexible reporting features to manage 3,000 unique skill and queue combinations**
- **Minimal business disruption**
- **Sped deployment of more than 1,000 employees to Genesys Cloud**

Category

WFM, Cloud Migration

Industry

Insurance

Service Provided

WFM Adapter for Genesys Cloud Implementation

Challenge Overview

Moving to the Cloud Creates Headaches for WFM

Like so many companies in the wake of the COVID-19 pandemic, Nationwide saw a need to create a more agile business model moving forward. First and foremost, this required beginning to move the company's massive contact center footprint to the cloud.

For years, Nationwide had used Genesys and Aria on-premises solutions to stand up their contact center. After assessing their cloud options, Nationwide chose to slowly bring its contact center to Genesys Cloud—starting with a few personal claims business units that would serve as a pilot program for the migration. Nationwide chose Genesys Cloud due to the long-standing relationship between the two companies, including the deployment of Nationwide's existing on-premises solutions.

With this initial decision made, Nationwide turned its focus to re-integrating its ecosystem of contact center tools into this new cloud environment. Due to the complex, highly regulated nature of the insurance industry, Nationwide needed the ability to efficiently ingest detailed contact center data from its new cloud contact center into its Nice WFM tool to make informed scheduling decisions. Between state-based licensure requirements and agent language skills, Nationwide has hundreds of skill permutations per interaction type—which equates to more than 3,000 different reporting combinations. In order for this cloud migration to work long term, Nationwide sought a proven solution to automate and manage this data ingestion process.

The Solution

Optimizing Connectivity Between Genesys Cloud and WFM Solutions

To begin the integration process, Nationwide brought in Avtex to help pinpoint its requirements for a WFM adapter solution. They chose Avtex for its deep experience creating standardized WFM adapters between Genesys Cloud and a host of different WFM solutions, including Nice, Aspect, Verint, Calabrio, and others.

In this case, Avtex already had an existing WFM adapter that Nationwide could use to reduce its initial deployment time down to just a few hours. From there, Avtex worked on building new capabilities to provide the ability to quickly configure thousands of reporting combinations that are comprised of different skills, queues, and media types within minutes. The finished data configuration feature is now available to all current and future WFM adapter users. All told, Nationwide's complete WFM adapter solution took just a few weeks to design and install. That's it—no painful project delays or extended time managing lines of interaction data by hand.

WFM Adapter for Genesys Cloud:

Leveraging the Power of WFM for Genesys Cloud Interactions

Designed as a cloud-based software product, the WFM adapter for Genesys Cloud aggregates Genesys Cloud interaction data into the historical and RTA formats required by WFM systems. With this data optimized for WFM, organizations can:

- Improve service levels
- Optimize agent resources
- Raise agent satisfaction
- Drive key business metrics



“We were kind of dead in the water when we realized we couldn’t bring our contact center data into WFM. So, we were faced with finding a solution that could quickly and comprehensively do this for us or settle for tackling spreadsheets by hand to accommodate our complex skill-based reporting rules.”

KELLY MANNE | SOFTWARE ENGINEER SPECIALIST AT NATIONWIDE

Our business units in the cloud are starting to see the power of WFM. Without a need to manually organize data as it enters our WFM solution, our associates can focus on results—not process. We're already uncovering new ways to learn from our contact center data and drive new efficiencies into our workflows and schedules.

The Results

Empowering Nationwide to Realize New Contact Center Efficiencies—Without the Data Headaches

In the same way that Genesys Cloud unlocked future operational agility for Nationwide's contact center, Avtex delivered operational agility to the deployment process. By shrinking an integration process that would have taken months or years to build from scratch, Avtex empowered Nationwide to quickly realize its cloud migration goals and begin proving out the advantages of a cloud-based contact center for the wider organization.

Now, Nationwide is beginning to see the full potential of WFM on contact center performance. The business units deployed in the cloud are better able to assess the peaks and valleys of their contact volume and are passing on those insights to agents—allowing more than 1,000 contact center leaders and associates to plan for their workloads and take control of their own schedules.





Future Plans

Building Out a More Efficient Cloud-Based Contact Center

In the coming months, Nationwide has plans to move additional personal claims business units to the cloud. Then, Nationwide will pivot to its commercial claims business, which involves an additional 500 associates.

Nationwide also has plans to find new ways to unlock the potential of their WFM solution. As leaders and associates become more comfortable with the tool's capabilities, they will use this data to strengthen their back-of-house associate scheduling processes and build a better foundational understanding of when and how customers want to interact with Nationwide throughout the customer journey.

About Avtex

Avtex is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations create better experiences for their customers. With an unparalleled breadth of knowledge and experience, and partnerships with leading technology vendors like Microsoft and Genesys, we are uniquely suited to address any CX challenge.

Our portfolio of solutions and services supports our unique approach to Customer Experience, which includes two key phases to achieving CX Transformation.

- Our **CX Design** solutions and services aid in the process of defining and improving CX. From journey mapping to CX design thinking, we provide the support you need to set the foundation for CX success.
- Our **CX Orchestration** solutions and services enable the realization of your CX strategy through people, processes and technology. From technology implementation to training, we ensure you have the capabilities to execute your CX strategy.