Habitat for Humanity Gains Enterprise-Level Recording and Quality Features in a Small Contact Center Package

Founded in 1976, Habitat for Humanity International is a nonprofit Christian housing ministry with a mission to eliminate poverty housing and homelessness by making decent shelter a matter of conscience and action. Habitat invites people from all walks of life to work together in partnership to help build houses for families in need. Habitat has built more than 350,000 houses around the world, providing 1.75 million people in more than 3,000 communities with safe, affordable shelter.

The organization recently consolidated and reorganized its informal customer service operations into a true contact center. Thirty agents field an average of 300 inbound calls per day. Agents are split into two groups: the Partner Service Center that takes calls from the general public and donors and performs general operations tasks for the organization. On the other side is the Affiliate Support Center, which works with Habitat groups in the United States and Canada and answers questions regarding Habitat operations. The Affiliate Support Center also conducts quarterly outbound campaigns to check in with affiliates and maintain key relationships.

Prior to seeking help from NICE, agent evaluations were essentially performed by managers and supervisors sporadically listening in to the agent side of the call only, which was time-consuming and inefficient, and did not offer a broad, reliable picture of agent performance. When Habitat decided to set up its formal contact center, it realized it needed something new.

Many solutions designed for smaller contact centers do not offer the features built into larger, enterprise-grade solutions. Even small contact centers have a need for 100 percent call recording that is easily searchable and can archive calls for as long as needed. Smaller centers, like larger contact center operations, require a solution that will allow them to pause and resume recordings to avoid the storage of extraneous data, and restrict access to authorized individuals. Smaller centers also require a solution that will record in mixed TDM and VoIP telephony environments with equal proficiency. Finally, as the business that the small contact center supports grows and becomes a larger organization, the solution needs to be flexible enough to integrate with an enterprise solution that provides more advanced quality management and analytics capability.

“On the NICE Solution:

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Doris Poole
Quality Assurance Specialist
Habitat for Humanity
NICE Call Recording and NICE Quality Management are designed to enable even small to medium-sized contact centers to benefit from NICE’s advanced recording applications for larger organizations. The solutions can provide smaller contact centers with an affordable enterprise-grade solution and allows them to comply with regulations while meeting their business needs. They are specifically designed to meet the recording and playback needs of small to medium-sized sites, including training and evaluation, reporting, liability recording and regulatory compliance.

The NICE solutions can be easily and quickly deployed in a few hours using a simple and intuitive installation and configuration process to provide smaller contact centers with a Web-based user application that is right on the desktop.

After the installation of the NICE solutions, Habitat for Humanity began 100 percent call recording and screen capture to create a new process for agent evaluation and training.

“We find we can evaluate one call per day per agent, and choose calls arbitrarily to make the process more impartial,” explained Doris Poole, Habitat’s Quality Assurance Specialist. “We’ve been able to use the NICE Form Designer, and customize an evaluation form for each side of the contact center. Evaluating agents more thoroughly and more often is helping with coaching and reviews.”

Habitat has found the solution to be invaluable in determining whether agents are meeting all the critical elements required in their interactions with donors and affiliate groups, and allows them to quickly rectify anything that requires immediate attention and resolution.

“If agents are forgetting to thank callers for allowing agents to put them on hold, we know it,” Poole notes. “Our agents are trained on Habitat knowledge, and using the solution, we can figure out how up-to-speed their knowledge is, and if they are communicating it properly. Supervisors now conduct one-on-one reviews every four to six weeks with agents. Agents can listen to some of their own calls during reviews, which really helps, and supervisors make sure they play agents at least one call that contains a learning opportunity.”

In addition to doing day-to-day evaluations, Habitat for Humanity now uses the NICE Reporter feature to track and report on evaluation trends. The organization has found value in doing evaluations on a weekly basis for the organization’s director, and monthly reports for managers and supervisors. The contact center also uses NICE solutions for fixing errors in donor records, and to accomplish dispute resolution. Problematic calls can now be forwarded to others who need to hear the calls for the purpose of moving forward with resolution.

The solution has improved Habitat contact center operations across the board. “Openings and closings have gotten better and become more consistent,” remarked Poole. “Agents are now more likely to do the required verifications, and we can reinforce those required elements better. Agents have become more conscientious about serving our customers in the best way possible.”

NICE SYSTEMS AND HABITAT FOR HUMANITY: A PARTNERSHIP THAT GOES BEYOND PRODUCTS

Via NICE Systems’ Make a Difference program, a company-wide global social responsibility campaign, NICE has found a way to partner with Habitat for Humanity that goes beyond business solutions. NICE Systems launched its Make a Difference program in response to the company’s belief that the strength and leadership of its business and core values should be leveraged for the well being of communities both local and global. Make a Difference is a global campaign, but the various volunteering activities are held on regional and local levels to help benefit the communities in which NICE Systems operates and to allow all employees who wish to volunteer their time to have access to programs in which they can make a difference – and paid time off to conduct their volunteer work. A team of Richardson-Texas based NICE employees recently painted a Habitat for Humanity South Collin County Texas project, putting the finishing touches on a home for a local family in need.

ABOUT NICE SYSTEMS INC.

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™ solutions and value-added services, powered by advanced analytics of unstructured multimedia content – from telephony, web, radio and video communications. NICE’s solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in more than 150 countries, including approximately 80 of the Fortune 100 companies. More information is available at www.nice.com.