Case Study

HORIZON POWER

CXone Transforms Contact Center Operations for Horizon Power Resulting in Exceptional Experiences

Horizon Power needed a cloud-based, omnichannel contact center solution that would let its contact center agents respond to customers in their preferred channel regardless of location, while simultaneously continuing to support in-person interactions. Implementing CXone has empowered Horizon Power to expand its capabilities to deliver contact center activity outside of the traditional contact center model and transition to a comprehensive digital platform.

IMPROVED FLEXIBILITY FOR REMOTE WORKING

REDUCED CALL HANDLING TIME

CUSTOMER PROFILE

ABOUT
Horizon Power is a government trading entity (GTE) that supports a service area of more than 2.3 million square kilometers of remote and regional Western Australia. It is responsible for generating, procuring, distributing, and retailing electricity to residential, industrial, and commercial customers and resource developments in its service area, including the Kimberley, Pilbara, Gascoyne and Mid-West, and Goldfields-Esperance regions.

INDUSTRY
Energy provider

WEBSITE
https://www.horizonpower.com.au/

LOCATION
Broome, Western Australia

SIZE
44 agents

GOALS
- Deliver greater flexibility for agents to work from anywhere, including remote regional communities
- Transition to cloud-based, omnichannel contact center solution

PRODUCTS
- CXone Interactive Voice Response (IVR)
- CXone Recording
- CXone Workforce Management

FEATURES
- Improved flexibility and resilience for remote working
- Reduced call handling time

NICE

Case Study

01 THE BEFORE
Growing local presence

Horizon Power needed to move its contact center operations from Melbourne, Victoria, where it was supported by a third-party provider, to Broome, Western Australia (WA), as part of its commitment to support regional WA.

To support its changing operations, Horizon Power needed a cloud-based, omnichannel contact center solution that would enable its contact center agents to respond to customers in their preferred channel, while also facilitating remote work environments throughout the pandemic and future needs.

02 DESIRE TO CHANGE
Supporting communities locally

Horizon Power's contact center is supported by dedicated contact center agents, customer service officers (CSOs), and customer relationship managers with additional support from its external partner. While most calls handled relate to billing, credit, and payments, Horizon Power's customer relationship managers also handle calls related to financial hardship. Horizon Power also supports local Indigenous communities that require in-person support as opposed to telephone or online services.

Horizon Power was developing a regionally based contact center with the aim of better supporting its regional communities, including through growing its local presence, supporting local employment and continued local investment. The organization needed a purpose-built customer experience center with an interactive element for customers to come in and speak to customer service personnel in person.

As part of its transformation, Horizon Power needed to extend its contact center capabilities to better service customers through its contact center operations while simultaneously increasing the capability of its regionally based CSOs in WA. As such, it needed to maintain its call-based contact center activities while expanding into an omnichannel environment. Working in tandem with its external partner, Horizon Power needed to transition to a consistent telephony system that would let it more efficiently manage enquiries through its CSOs as part of a distributed contact center offering.

03 THE SOLUTION
Moving to cloud-based, omnichannel telephony platform for enhanced flexibility

As a government-trading entity, Horizon Power went to tender in 2019 with a rigorous review process before shortlisting and selecting NICE CXone in early 2020, supported by its DEVone partner, Lake Corporation (Lake). While WA avoided largescale lockdowns for the most part, Horizon Power's need for a cloud-based solution was further emphasized by the COVID-19 pandemic, which forced many businesses Australia-wide to shift to hybrid and remote working environments.

CXone was identified as the ideal solution to help Horizon Power transition to a cloud-based, omnichannel contact center solution that would empower its local agents to work from anywhere, while still providing essential support to community members that needed in-person interaction. After COVID-19 travel and lockdown restrictions were established that limited the capacity of the NICE and Lake teams to travel from Australia's east coast to support the implementation, the deployment was completed remotely, supported by Lake's teams in Sydney and Melbourne. Despite the interruptions caused by border closures and restrictions, the project was delivered on time and within Horizon Power's requirements.

04 THE RESULTS
Delivering seamless support from any location

Since implementing the CXone solution, Horizon Power has expanded its capabilities to deliver contact center activity outside of the traditional contact center model. This includes extending its support out from the contact center itself to other areas and regions within its service network.

CXone has also empowered Horizon Power to deliver support to communities regardless of its agents' location. This was crucial to continue providing support throughout the pandemic, as well as during large weather events, including flooding, which forced the contact center to close as agents seamlessly pivoted to remote work.

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The CXone deployment has given Horizon Power the capability to seamlessly apply additional resources to its contact center operations as and when needed including during largescale outages when call volumes are anticipated to increase. This has afforded Horizon Power greater flexibility and resilience compared to its previous on-premises telephony system.

Through its use of interactive voice response (IVR), Horizon Power can more efficiently structure its contact center to ensure relevant calls are seamlessly directed to agents with relevant skillsets. Horizon Power can also use CXone to review call recordings to assess agent performance and deliver improvements across its customer service team.

CXone delivers enhanced reporting capabilities to Horizon Power, which lets managers better plan for peaks in call volumes, ensuring the team can adequately staff its contact center to meet demand based on valuable insights. Since deploying CXone, Horizon Power has achieved a 33 per cent improvement in its call handling time, which has reduced from 600 seconds to 400 seconds.

05 THE FUTURE

### Continued improvements and expanding deployment

Horizon Power operates in an environment of continuous improvement; transitioning to the CXone platform is one way the organization has helped to improve its service offering to customers. Since deploying CXone, Horizon Power has recognized a number of ways it can further streamline and improve its processes and procedures to deliver greater levels of customer self-service and improve customer satisfaction and experiences.

Horizon Power is in the process of reviewing its agent training plan and is looking to improve the level of training delivered to contact center agents, CSOs, and customer relationship managers to ensure each team member has the same level of training regardless of location.

To better support local Indigenous communities, Horizon Power is also looking to expand its deployment to integrate its existing landlines into the CXone platform.

"Horizon Power operates in an environment of continuous improvement. Transitioning from an outdated, on-premises telephony system to a cloud-based, omnichannel environment is an essential step in helping the organization continuously improve and deliver exceptional experiences to customers. CXone gives Horizon Power a greater level of flexibility and consistency across its contact center operations, while helping the organization maintain its regional feel, no matter where its agents log in from."

TROY MULDER
RETAIL OPERATIONS MANAGER
HORIZON POWER
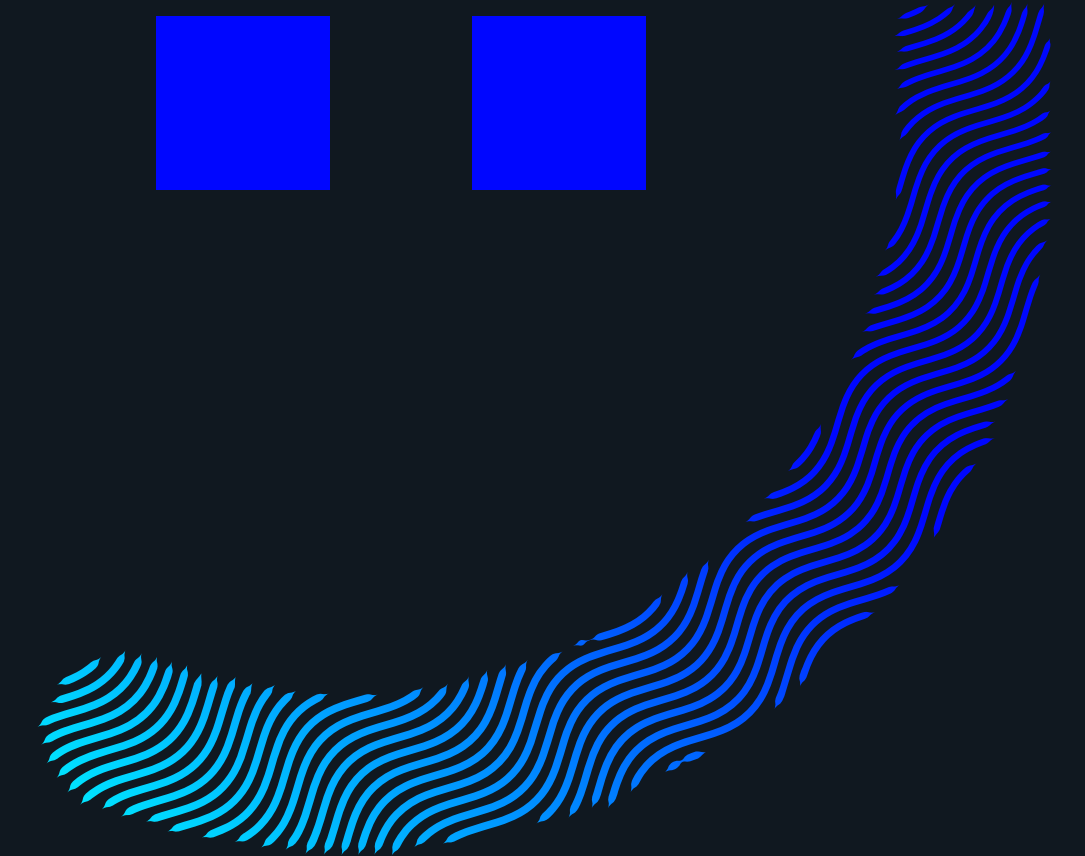
About NICE

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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