

Customer Success Story

Industry
Staffing services

Region
Americas, EMEA

Solution
Verint® Monet
Workforce Management™



"Forecasting from the Verint Monet Workforce Management solution provides **call volume predictability**, enabling us to have the right people in the right seats at the right times."

JR STRICKER, BULLHORN
Senior Vice President of Support

Opportunity

Bullhorn is the global leader in software for the staffing industry. More than 10,000 companies rely on Bullhorn's cloud-based platform to power their staffing processes from start to finish. Headquartered in Boston, with offices around the world, Bullhorn is founder-led and employs more than 950 people globally. The company celebrated 19 years of consecutive growth – which Bullhorn's founder attributes to its commitment to creating an incredible customer experience, which he says is "the fabric of our company."

To continue to improve its CX excellence, Bullhorn relies on the latest technologies to enhance its customer care operations. The company carefully evaluates technologies to find ones that will provide fast and significant return on investment.

A number of years ago, Bullhorn had 10 analysts who were working constantly to keep up with call volumes. To remedy this issue, the company looked for a solution to better forecast its growing call volumes, which would ensure customer service operations could keep up with its expanding customer base and provide exceptional support.

Solution

Recognising staffing levels and call volumes were out of sync, Bullhorn sought to resolve this issue by bringing in a new Workforce Management system. After evaluating several solutions, Bullhorn selected Verint® Monet Workforce Management™ because it fulfilled the organisation's need for a robust cloud-based offering and was a good fit for small and midsize contact centres.

The Verint Monet Workforce Management system provides Bullhorn with contact centre demand and staffing insights to allow the company to strategically schedule its 100 contact centre agents worldwide, using a "follow-the-sun" support strategy.

The system offers easy integration to a wide variety of other business systems, such as ACD and CRM. Bullhorn has leveraged this ease-of-integration to aggregate data from Verint Monet Workforce Management and other key systems into a centralised hub called Rodeo, which provides real-time access to all performance data and metrics to every department across the company.

Rodeo also supports Bullhorn's automated voice of the customer programme, which drives continuous improvement. A survey is launched when a support case is closed in Salesforce, a project is opened or closed by professional services, a case is opened and closed in customer success, and following a deal closure.

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Rodeo also launches NPS surveys automatically weekly, cycling every six months. The survey information is used in follow-up activities, supporting a closed-loop voice of the customer programme that involves the entire company and its customers to drive continued improvement. Any customer voicing an unsatisfactory customer experience receives a follow-up call to communicate steps the company is taking to make improvements.

Benefits

Using Verint Monet Workforce Management, Bullhorn has been able to systemise scheduling and schedule adherence, in addition to accurately tracking and predicting call volumes, call trends and wrap up times. This has transformed Bullhorn's contact centre operations to improve outcomes across a wide variety of metrics.

Since implementing Verint Monet Workforce Management, staffing adherence has improved from a figure in the 30s to 96% – proof that staffing levels are now aligned with demand and virtually eliminating customer frustration associated with long hold times. Additionally, Bullhorn is no longer paying for unneeded staff during slow times, making its contact centre operations more cost-effective.

The company's CSAT metrics are averaging 96 or greater, while First Call Resolution stands at nearly 82%. Other key performance metrics have also seen strong improvements, including SLA now above 96%, follow on SLA at 100% and total resolve at 96%.

Insights from Verint Monet Workforce Management data are also helping the company improve agent performance. Access to real-time scorecards and reporting empowers management to understand agent performance in one click, and leverage insights to guide ongoing behaviour based coaching. These efforts ensure that Bullhorn is making the right investments in its contact centre staff – an investment that has resulted in an enviable contact centre employee retention rate.

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The Customer Engagement Company™

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"At Bullhorn, we take great pride in promoting from within our contact centre. Our contact centre isn't a job, it's a career path, and **it's key to developing a very customer-centric workforce** that has a solid understanding of the Bullhorn customer experience."

JR STRICKER, BULLHORN
Senior Vice President of Support

Results

96%

Schedule
adherence

82%

First Call
Resolution

96%+

CSAT



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