

Verint Workforce Engagement Helps Commerce Bank Successfully Navigate Contact Center Disruption

Opportunity

Over the past 30 years, Commerce Bank's contact center has grown from 15 to 130 associates handling calls enterprise-wide on topics ranging from online banking to auto loans to a wide range of other offerings. The contact center normally handles call volumes on the order of 190,000 calls a month.

Call volumes soared even higher beginning in April 2020 as Commerce Bank shuttered many of its branch locations due to the COVID-19 pandemic, and as associates worked diligently — from home — to answer customer questions about government stimulus checks, the Small Business Administration's Paycheck Protection Program (PPP), and other COVID-19 economic aid programs.

Solution

Commerce Bank uses an integrated suite of Verint® Workforce Engagement™ solutions within its contact center, including Verint Enterprise Recording™, Verint Quality Management™, and Verint Workforce Management™, all part of the Verint Customer Engagement Cloud Platform, to elevate both the employee and customer experience.

As its business and contact center have grown, Commerce Bank has put in place a holistic technology-enabled approach comprised of recruiting, onboarding, training, coaching, and quality assurance. The end goal is to help associates be the best they can be from the start and every day thereafter.

This is done by leveraging Verint Workforce Management to plan, forecast, and optimally schedule employees to match workload demands; with Verint Quality Management to optimize cost, quality, and service; and with Verint Coaching™, which is part of Verint Quality Management, to tie coaching together with scorecards and training to elevate associate performance.

"We've been using the Verint offering for more than 20 years, and they've always been there for us," says Gary Haworth, manager of contact center, workforce management, quality and training at Commerce Bank. "It's always been a great partnership."

VERINT®

Customer Success Story



Solutions

- Verint® Workforce Engagement™
- Verint Enterprise Recording™
- Verint Quality Management™
- Verint Workforce Management™



Industry

Banking



Region

North America

Results

- Optimized resources while supporting growth, enabling the contact center to handle a growing volume of 190,000+ calls per month.
- Reduced cost per call while optimizing customer service, resulting in a 7% improvement in customer satisfaction.
- Boosted quality, schedule adherence, and first call resolution.
- Supported resiliency and flexibility to ensure positive outcomes in customer and associate experience in the wake of COVID-19 pandemic disruption.



Customer experience is our number one driver and it's why we're in business. With each update Verint gives us, I feel like there's more technology to help us improve both our customer and associate experience.



– Gary Haworth, Manager of Contact Center, Workforce Management, Quality and Training, Commerce Bank

Benefits

Throughout the years, the Verint software has helped Commerce Bank boost its contact center metrics across the board, including quality, schedule adherence, and first call resolution. In addition, the bank has reduced cost per call while optimizing the service it delivers to customers, resulting in a seven percent improvement in customer satisfaction.

While many organizations struggled to maintain high levels of performance in the wake of the COVID-19 pandemic, Commerce Bank saw an uptick in customer satisfaction. "Many of our customers didn't fully realize everything we had to offer until the pandemic hit," explains Haworth, who notes the bank was able to alleviate financial stress and strain and build greater loyalty with its customers by assisting with a wide variety of banking products and services.

Commerce Bank has also worked hard to support its associates. From the start of the pandemic, the bank experienced the benefits of Verint Workforce Management in supporting resiliency as contact center associates transitioned to work from home and the need arose to provide greater scheduling flexibility.

Furthermore, the bank began leveraging the robust capabilities of the Verint Workforce Engagement suite alongside Microsoft Teams to function in the new virtual work environment more effectively and to aid branch associates assigned to support higher contact center call volume. At the same time, expanded use of Verint Coaching enabled supervisors to schedule remote coaching sessions with associates and keep notes all in one place to feed into the company's Workday human capital management system.

"Customer experience is our number one driver and it's why we're in business," Haworth concludes. "With each update Verint gives us, I feel like there's more technology to help us improve both our customer and associate experience."



Learn more about
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