



Nationwide Utilizes WFM Adapter for Genesys Cloud to Maximize Workforce Performance

AT-A-GLANCE

Scope of Partnership

- 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

INDUSTRY

Insurance

SERVICE PROVIDED

WFM Adapter for Genesys Cloud Implementation

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.

THE CHALLENGE

Moving to the Cloud Creates Headaches for Workforce Management

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

For years, Nationwide used Genesys and Aria on-premises solutions to stand up their contact center. After assessing their cloud options, Nationwide slowly brought 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. Nationwide sought a proven solution to automate and manage this data ingestion process.

"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



THE SOLUTION

Optimizing Connectivity Between Genesys Cloud and WFM Solutions

To begin the integration process, Nationwide brought in TTEC Digital to help pinpoint its requirements for a Workforce Management (WFM) adapter solution. They chose TTEC Digital 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, TTEC Digital already had a legacy WFM adapter that Nationwide could use to reduce its initial deployment time to just a few hours. From there, TTEC Digital built new capabilities to provide the ability to quickly configure thousands of reporting combinations spanning a variety of different skills, queues, and media types within minutes. The finished data configuration feature is available to all current and future WFM adapter users. From start to finish, 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



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, TTEC Digital delivered operational agility to the deployment process. By shrinking an integration process that would have taken months or years to build from scratch, TTEC Digital 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.

About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at [ttecdigital.com](https://www.ttecdigital.com).

FUTURE PLANS

Building Out a More Efficient Cloud-Based Contact Center

Next, 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 maximize the value 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.

"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."

April Marquardt
Business Project Management
Consultant at Nationwide