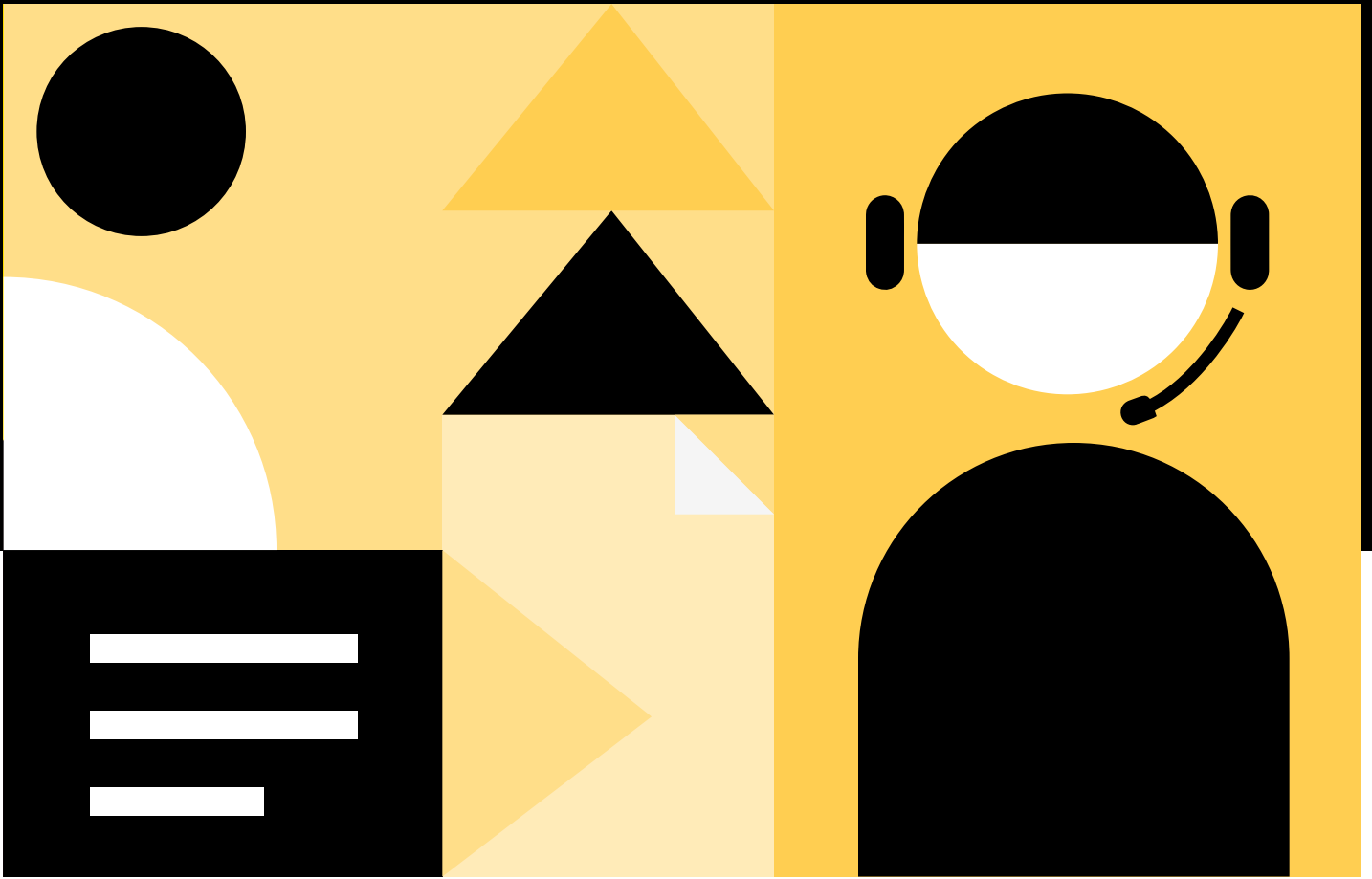




CASE STUDY

How Western Union gained visibility and insights into customer care issues at point of sale.

When Western Union decided it was time to optimize the customer and employee experience in their contact center, they realized their tech stack wasn't yielding the quick insights they needed to effectively support their customers. Leveraging Quantum Metric's Embedded Replay integration in Salesforce Service Cloud, Western Union unlocked capabilities to directly see issues experienced by the customer, improving their first call resolution and customer experience.



Reimagining the role of the contact center.

As one of the world's leading financial service providers, Western Union is focused on delivering a standout customer experience across every digital channel, including the contact center.

With more customer interactions happening on digital channels than ever, Western Union recognized the importance of delivering a more personalized experience to its customers. This needed to start in the contact center, where getting to the heart of customers needs still took a significant amount of time.

Agents were ultimately able to resolve issues, but this often required escalations and added time. Even after the escalation was filed, the IT and engineering teams could spend hours – and sometimes days – trying to reproduce the issue.



To help contact center agents support customers more effectively, Western Union realized they needed greater visibility into what was frustrating customers, and how those pain points impacted the business at large. Western Union's contact center needed a solution that allowed them to move at the speed of the customer.

Agents were ultimately able to resolve issues, but this often required escalations and added time to understand customer needs. They knew they wanted to move faster.



Before we would get very generic calls about errors and customers would not know what that error was. This required an escalation to Tier 2 to look at the back end data and would take multiple days to respond to a customer request.

—Bradley Bossenbroek

Operations Program & Knowledge Management at Western Union

Equipping contact center agents with visual insights.

When the Western Union team started using Quantum Metric Embedded Replay for Salesforce Service Cloud, agents could view 100% of digital user sessions in real time. This enabled agents to quickly understand what customers did without handoff to another team.

With the integration, agents could view the details of a Quantum Metric session replay without having to leave the Salesforce platform. In addition, agents were able to cross-reference details from a user's session (e.g., device type or operating system) to better assist the customer in resolving their issue.



Transforming the contact center's into a hub for customer insights.

Now, agents could easily attach the individual user session replay to an escalation. This meant that engineers didn't have to spend time trying to reproduce the issue.

After implementing the Quantum Metric, Western Union saw an increase in First Call Resolution ("FCR") by reducing their agent's escalations from Tier 1 to Tier 2 by 30% for this interaction type. In other words, Western Union now resolves 30% of additional requests for this interaction type by providing customer info from the embedded session replay on the first contact/call.



Today we are seeing improvements in our agent's ability to better understand our customers. Quantum Metric allows us to go into the customer's session and actually see what error they encountered to quickly pinpoint the issue and solution.

—Bradley Bossenbroek

Operations Program & Knowledge Management at Western Union

