CASE STUDY

Groupon needed a tool to help them with the paradigm of quality in the experience

Based on an interview with Judi Bolden, VP Global Support Groups and Vendor Management at Groupon

ABOUT GROUPON

One of Forbes fastest growing companies and one of the fastest to reach $1B in revenue, Groupon's mission is to be the destination where consumers discover fun things to do, and local businesses thrive.

For their customers, this means giving them an amazing selection of experiences at great values. For their merchants, this means making it easy for them to partner with Groupon and reach millions of consumers around the world.

In their quest to connect local markets globally they experienced great success and with it, exponential growth. Headquartered in Chicago, IL, they have Groupons originating in 15 countries, servicing customers in over 48 countries and 500 cities. Among their 4,159 employees is a Quality Assurance group whose goal is to continuously improve the merchant and customer experience.

e-commerce
Industry

4,159
Employees

500 Cities
48 Countries

16
Contact Centers

ABOUT US

Nexcom is a SaaS company with a compelling purpose of helping companies of all shapes and sizes deliver consistent, high-standard service experiences to their customers. We design and deliver big data-driven, AI-powered software platforms that enable companies to automate routine tasks, monitor agent and system performance, and become more time-efficient.

We help improve productivity, gain more operational knowledge, make informed decisions, and ultimately deliver better service.

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> "We weren't looking for some magical QA number...so much as a tool that would help us with the paradigm of quality and the experience."
>
> - Judi Bolden, VP at Groupon

THE CHALLENGE

Like any good company, Groupon cares a great deal about their customers and merchants and the experience they have when they reach out for support. Providing a good, consistent customer experience can be challenging for any company working with multiple queue types, many languages to conduct support in, and an ever-increasing need to improve what you do.

Groupon realized they needed a different Quality Monitoring tool than what they were using to be able to input best practice monitoring and extract data frequently and with certainty. They needed an alternative solution allowing them to identify what to work on in order to make improvements and improve customer satisfaction, revenue, and ultimately profits.

Groupon needed a tool that could breakout Quality Assurance into:

> What is important to their customers and merchants

> What is important to their business

> Compliance

THE WORKSHOP

The goal of the Groupon team was to determine which tool supported their continuous quality improvement initiatives. During the RFP process many Quality Monitoring tools responded. They conducted a workshop to evaluate:

> Support of Performance Improvement Framework
> They were developing a best-in-class and sustainable framework for continuous improvement built on the best practices standard as defined by COPC. They needed a solution that could allow them to support this by providing granular visibility into the aspects of quality that were important to their merchants and customers, their business and compliance.

> Data Analysis
> They needed to evaluate the richness of the data created. Whether or not it would provide value, via analysis, on areas to focus on for quality improvements. Additionally, this data would need to be analyzed frequently. merchants and customers, their business and compliance.

> Sustainability
> Automation and digitization of their processes was important to deliver continuous improvement efficiently.

THE SOLUTION

	BEFORE	AFTER
QA FOCUS	Agent level only. No business process level monitoring. Missing 75% of unresolved issues	Included Business Level Focus. Measuring QA accurately using actionable data with granularity to understand what actions drive performance improvement.
AGENT MONITORING	Many forms and limited in scope.	4 main forms focused on critical errors enabling the capture of ALL issues affecting performance.
QUALITY FORMS	Quality analysts conducted agent monitoring. No direct reporting structure between agent and QA.	Conducted by Team Leads on direct report agents using the RevealCX feedback module. Automated tracking for team leads and agents.
SAMPLING	Agent level and not random.	Business level, random and representative.
CALIBRATION	Manual and time consuming.	Streamlined in RevealCX.
BUSINESS INTELLIGENCE	Manual reporting at the agent level and team level weekly reports.	Manual reporting at the agent level and team level weekly reports. Real-time and intuitive reporting tool √ Focused on key insights at business level. √ Business level collaboration improvement. √ Increased capability for QA analysis, with QA productivity, QA audits, calibration accuracy and valid disputes. √ Business Intelligence to support strategic decisions

THE RESULTS

INCREASED CSAT AND MSAT
Groupon experienced significant gains in both their merchant and customer experiences. Even as they went though a pandemic.

ENRICHED VISIBILITY
Customer experience and merchan groups could see which policies were causing a bigger failure point to resolution than acceptable.

INCREASED EFFICIENCY
Operational managers were now focusing efforts on areas that drove continuous improvement in the quality of their customer and merchant experience.

COMPLIANCE
Individual rights team can ensure and prove compliance for protection, i.e., GDPR and CCPA

RevealCX