



CUSTOMEREXPERIENCEMANAGEMENT

CASE STUDY

Customer: Live Nation
Platform: Avaya S8700
IP Recording



Live Nation is growing to become the world's largest concert search engine. Live Nation is dedicated to helping live music fans more easily and quickly find concert tickets and information about their favorite artists and venues.

In order to ensure the best customer experience possible, Live Nation decided to implement a recording and quality monitoring solution for their Avaya S8700 Communication Manager call center. After comparing several different product, Live Nation selected CXM from Co-nexus, Inc.

A recording and quality monitoring solution is imperative to the success of every contact center. The QM application is utilized to verify customer information, train agents and improve the overall customer experience.

The CXM implementation in the Live Nation call center includes IP call recording, PC recording, agent performance evaluation and agent coaching modules. The recorded agents' calls are synchronized with the recording of the agents PC activity and replayed in a movie format. Call center supervisors, using customized grading forms, evaluate agent proficiency. CXM generated reports identify agent skill set gaps. These gaps are closed using CXM Coaching tools including example calls, training videos and test.

Co-nexus, Inc. provided a turn-key installation including all necessary hardware, software and professional services from project management to training. "The CXM implementation was the smoothest install we ever experienced," said Adriana Regla, of Live Nation.

Co-nexus, Inc. is located in Houston, Texas. Our recording and quality monitoring solutions are utilized by call centers of all sizes to improve the customer experience. Co-nexus is proud to be an Avaya DevConnect Partner.

For more information about Live Nation visit their website at www.livenation.com.



For more information on CXM products, contact your representative at 866.400.4CXM.