ALVARIA™

Ring
A global home security company

The Organization

Ring, a global home security company owned by Amazon, manufactures a range of home security products that include outdoor motion-based cameras and doorbells, such as the Ring Video Doorbell. The company is on a mission to reduce crime in neighborhoods. With affordable solutions that work on any home, Ring is committed to offering smart security that's accessible to everyone. With neighborhood safety at the heart of everything Ring does, it is especially important for the company to provide the best neighborhood support possible which is primarily accomplished through their contact center.

Motivation for Change

A year after Ring launched, their community support group grew to 100 agents who were located primarily in their Arizona contact center with a few work-at-home agents. During Ring's growth spurt, the company managed their workforce using Google Sheets. While managing a smaller workforce on Google Sheets was acceptable, it was also labor intensive and did not provide the agent and performance visibility needed which caused growing productivity issues. Management could see what state agents were in, but without a true workforce management solution, they were unable to see that state in relation to what the agents were supposed to be doing. In addition, if agents logged out of their phone, they were completely off the radar. To ensure that all scheduled agents were active, management would manually go in and count how many agents were logged in and then match that number up against the number of scheduled agents.

As Ring's growth continued, they quickly grew their community support group to over 1,000 agents, with many agents opting to work from home. Ring knew they needed a solution that would allow them to scale and provide operational efficiencies while giving them visibility and real-time analysis of their community support group.

> "As we were growing we outgrew our original space and agents went to work from home. Once you expand like that, you lose visibility and it becomes harder to manage your workforce."
>
> – Joey Provencio – Senior Manager, Support Operations

Desired Solution

Ring was looking for a dynamic cloud-based solution that would be able to provide them with real-time insights. The solution would also have to help them resolve two of their main pain points:

1. **Schedule optimization:** Ring needed a solution that would ensure they had the right agents on at the right time, when neighbors were calling them.
2. **Agent engagement:** Ring needed a solution that would help them increase agent productivity and provide visibility into agent activity.

Why Alvaria

When looking at solutions from all the leading Workforce Management (WFM) vendors, Alvaria™ Cloud Workforce stood out. Because of Alvaria Cloud Workforce's real-time capabilities, scalability, and visibility, Ring was confident that the solution would be able to easily scale to the thousand plus agents that they would employ as well as provide them with the visibility they needed.

> "After implementing Alvaria™ Cloud Workforce, for the first time Ring was operating like a true WFM team and contact center. We could see things in real-time, program schedules, keep track of how agents were spending their time and gain visibility into metrics that were previously unavailable like shrinkage."
>
> – Joey Provencio – Senior Manager, Support Operations

The Results

After implementing Alvaria™ Cloud Workforce, Ring saw many operational improvements. They were able to start tracking metrics around shrinkage and schedule adherence, which Ring refers to as neighborhood availability. Through real-time adherence, Ring could see what agents were doing in relation to what they were supposed to be doing. Because of this, Ring saw an increase in productivity and an 8% reduction in shrinkage. To keep agents engaged and productive, Ring is using their neighborhood availability metric for agents to qualify for performance incentives.

Like most contact centers, Ring experienced a reduction in their workforce through natural attrition. Although Ring reduced their agent count by 20%, they are still able to meet their service levels through the increased productivity of the high performing, productive team members they retained without the need to backfill the lost positions.

Moving to the cloud is also benefitting Ring. The continuous delivery of new updates is truly painless, and updates are pushed out overnight and require no effort from their IT staff.

> *"When I meet with supervisors they are all extremely happy that they can pull up activity windows, filter them and see what agents are doing. Also, visibility into the schedule windows has driven up attendance and improved employees logging in on time. Real-time analysis has been a huge eye opener for us."*
>
> – Joey Provencio – Senior Manager, Support Operations

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About Alvaria
Alvaria™ was founded through the merger of Aspect Software and Noble Systems, technology leaders in Customer Experience (CX) and Workforce Engagement solutions. Our name is derived from Latin for "hives" – nature's perfect form for millions of years – bringing you solutions that are scalable, resilient and secure, with efficiency, speed and pinpoint accuracy. ALVARIA™. Reshaping Customer Experience™. For more information, visit **www.alvaria.com**. Follow Alvaria on Twitter at **@Alvaria_Inc**. #ReshapingCX