



Automated and standardized national incentive program hits the mark

Spotlight on NORDIA



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Sabine El-Khoury, Director of Information Systems, NORDIA

The Challenge

Each business center within Nordia had disparate incentive programs. Nordia’s vision was to implement a National automated incentive program.

The Solution

Nordia outsourced the custom development to Circumference. Circumference developed the bilingual System for National Incentive Calculations (SNIC), which is a web-based database application implemented using .NET and SQL Server.

The Results

Circumference’s Professional Services team delivered SNIC on spec and in the allotted two-month design period.

Canadian-based Nordia Inc., a world-class customer care solutions provider with over 2,200 employees, provides an incentive program to their customer service representatives (CSR). Nordia operates a myriad of business centers to support their many North American customers. Prior to establishing a National incentive program, each business center was running its own distinct incentive program. Program attributes differed from center to center, so each had its own way of capturing data. Adding to the complexity, each program was manually implemented. The incentive program was in need of an overhaul. Nordia set a goal to standardize and automate the program nationally. Guidelines for the new System for National Incentive Calculations (SNIC) program were to be established across all of the business centers.

Nordia envisions a standard, automated incentive program

“SNIC was initiated to bring Nordia’s numerous business centers together under a common philosophy,” explains Sabine El-Khoury, Director of Information Systems, Nordia. “By way of workshops, the business centers worked together to define common business rules. Once we had these in place, we looked to outsource the project to a design expert.”



Sabine had two roles in the project. Not only did she participate in the workshops, she would manage the relationship between the contracted vendor and Nordia. “Whoever was awarded the project would need to develop a completely bilingual, automated application that would meet every business rule and would be user friendly,” says Sabine.

Nordia chooses Circumference

Nordia evaluated two companies for the design project. Both were vendors that Nordia had used for earlier design projects. “We completed an objective analysis of the two proposals we received,” recalls Sabine. “In the end, we chose Circumference. Based on the strong design work Circumference had done for us developing a state-of-the-art multimedia contact center platform, we were confident they were the best professional services team for the custom-designed SNIC system.”

Once the contract was awarded, Circumference set to work. The first step was to guide Nordia through the final specifications. Nordia also asked Circumference to provide a functional analysis.

In addition to the above mentioned goals—automation, user friendly and meeting every business rule—Circumference noted a number of key additional requirements. While Nordia wanted a uniform system for quality, accuracy, attendance, etc., it still required that flexibility be built in to accommodate each business center’s unique objectives. For example, depending on the service being delivered, CSRs target handle times would need to be changed.

Achieving customer requirements

As well, Nordia had their eye on the future. The system would need the ability to scale as Nordia grew. “We wanted SNIC to be secure and flexible for any number of new projects that could be presented to Nordia down the road. We could not be limited; we had to have room to grow,” adds Sabine.

Adding to the challenge was the number of distinct users—all with unique requirements:

- The Project Owner would hold overall accountability for the SNIC system;
- Project Managers would hold responsibility for each individual project;
- Central Directors would hold responsibility for setting the CSRs’ objectives;
- Team Managers would hold responsibility for entering data; and
- Accounting would feed the financial data into the system.

With a high number of differentiated users, SNIC had to be extremely intuitive.

“Development of the system was scheduled over a two-month period, which was a very tight design schedule. And, during the building phase, we made some change requests. We were pleased with Circumference’s responsiveness and ability to adapt,” explains Sabine. “Because we had a previous working relationship with Circumference, we really entrusted them with the responsibility of developing the entire System for National Incentive Calculations application and just coming to us when issue resolution was needed.”

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Circumference achieves Nordia's expectations

Over a two-month development period, Circumference developed the SNIC system—a web-based database application implemented using .NET and SQL Server. “We are very pleased with the bilingual SNIC system—the Circumference professional services team did a good job. They delivered a system that achieved the specifications and met our goals within the design period allocated,” says Sabine.

Included in the contract is a 3-month adjustment period, which includes knowledge transfer. In other words, Circumference will train Nordia's programmers and analysts to be able to support the SNIC system. “Circumference has achieved exactly what we were looking for,” concludes Sabine. “Each business center offers different services; however, now they have a consistent manner of calculating services. We have achieved a philosophy for our incentive program that spans all business centers.”

About Nordia, Inc.

Nordia's 2,200 employees handle over 100 million customer contacts a year. The company belongs to a global family of contact center businesses with over 5,000 employees on three continents. Nordia offers Customer Acquisition & Retention Services: product & service activation, order processing, reservations, churn management; Customer Care and Loyalty Programs: customer services, billing services, product & service information, research and surveys; Technical support; Customer Growth: up- & cross-selling services, telesales & telemarketing, etc.



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About Circumference Technology Services, Inc.

With 30 years in the industry, customers trust Circumference's contact center technology, reliable call center services and professional engineering services. By way of on-demand technology, Circumference delivers secure, web-based solutions to address the ever-changing and diverse needs of distributed, global contact centers. Unlike premise-based solutions, Circumference makes it possible for organizations to focus on their core business rather than worry over technical infrastructure. Learn more about Circumference's Trusted OnDemand Solutions™.

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