

California Regional MLS sees Schedule Adherence Improvement with NGNCloudComm Insights



California Regional MLS (CRMLS) is the largest and most recognized Multiple Listing Service in the world. The CRMLS Customer Care department handles support for a base of over 110,000 real estate agents, brokers, appraisers, and office staff from across California.

The department's agents address at least 10,000 phone calls, online chats, and web tickets per month, assisting professionals through custom software support, answers to questions about rules compliance, and more.

The Experience

California Regional MLS launched the agent performance and gamification platform NGNInsights in February 2022 and has seen agent schedule adherence improve from 82.2% to 88.3%. Agents meeting the company schedule adherence standard improved from 77.6% to 87.3% using **NGNCloudComm Insights**.

CRMLS built an **NGNCloudComm Insights** tile tracking 8 KPIs:



Data from September – December 2021 was loaded into the **NGNCloudComm Insights** platform for baseline analysis and January data was analyzed while CRMLS supervisors worked with Grupo NGN to finalize implementation and prepare for agent roll out of the system in February 2022.

Effects of NGNCloudComm Insights on the operation

82% > **88%**

Agent schedule adherence improve from 82.2% to 88.3%

77% > **87%**

Agents meeting the company schedule adherence standard improved from 77.6% to 87.3%

Results for the case study with NGNCloudComm Insights

September 1, 2021 – January 31, 2022, compared to February 1 – May 31, 2022:

| | Avg Adherence | Max Adherence | Min Adherence |
|--------------------|---------------|---------------|---------------|
| Before NGNInsights | 82.18% | 93.41% | 51.02% |
| With NGNInsights | 88.26% | 94.62% | 78.18% |
| Improvement | 7.39% | 1.29% | 53.23% |

Schedule adherence improved across the board. The most significant change was a more than 53% improvement in the minimum adherence percentage each month.

What CRMLS has to say about NGNCloudComm Insights

“Our agents appreciate seeing their data in real time and being able to know if they are in the green for each KPI. But we really saw them take to the tool once we launched the points system and store and created healthy competition for them to earn a paid day off or a week without taking live chats.”

Tony Stewart, Customer Care Manager

“As we are a customer service company, we appreciate the timely service provided by Grupo NGN in not only responding to any support requests but also listening to our feedback and including feature requests in their release road map.”

Sal Calderon, Director of Customer Care Operations