



# From Tech Trailblazer to CX Leader: Bamboo Insurance Accelerates Growth with NiCE CXone Mpower Platform

Bamboo Insurance, a technology-forward disruptor in the property and casualty insurance space, is on a mission to do insurance differently. Though Bamboo had already been using NiCE CXone Mpower applications for several years, its full potential had not yet been realized. Through a strategic, phased rollout of AI-enabled CXone Mpower tools, the company is transforming its agent and customer experience, cutting training time, improving Quality Assurance and customer satisfaction scores, and building a future-ready operation that reflects its bold brand.

10%

Improvement in quality scores (from 85% to 95%)



15-point

Increase in CSAT and NPS scores (from the mid-50s to 70)



1 Week

Cut from new agent training timeline



Same-day

Customer response on complaint calls (down from 2 weeks)



## Customer Profile

### About

Bamboo Insurance is a tech-forward insurer offering homeowners coverage with a focus on automation, customer service, and cost efficiency.

### INDUSTRY

Property and Casualty Insurance

### WEBSITE

[www.bambooinsurance.com](http://www.bambooinsurance.com)

### LOCATION

Headquartered in Midvale, UT

### AGENTS

100

### PRODUCTS

- NiCE CXone Mpower Platform
- Quality Management
- Interaction Analytics with Enlighten AI for CSAT
- Expert
- Copilot for Agents
- Autopilot
- Feedback Management

### GOALS

- Reduce training time and handle time
- Improve QA and CSAT scores
- Gain real-time customer and agent insights
- Enable fast, accurate answers through AI

### FEATURES

- Real-time agent coaching
- Searchable knowledge base
- Sentiment and agent behavior tracking with Enlighten AI
- Unified CX platform for full visibility and integration







## 01 Before

### Underutilized systems and slow feedback loops limited progress

Despite its reputation as a tech-savvy insurer using advanced risk models and operating where others couldn't—like California post-wildfires—Bamboo's internal operations lagged behind.

"We were known for innovation externally, but the internal model needed some fine tuning," said Christensen.

Before utilizing CXone Mpower's AI capabilities, the contact center wasn't leveraging data, analytics, or automation in a meaningful way. Feedback loops were slow. Complaints could turn into escalations before they were addressed. KPIs were tracked manually, and training was time-intensive.

## 02 Desire to change

### Unifying platforms and empowering agents

Christensen joined Bamboo in May 2023 with the goal of improving contact center operations. He explored other solutions on the market but ultimately returned to NiCE, citing the power of the platform's unified ecosystem.

"We didn't want a Frankenstack, where every tool came from a different company," explained Christensen. "With NiCE, everything we needed lived under one umbrella."

He was drawn to the CXone Mpower platform's ability to enhance compliance, coach agents in real-time, and help the company scale without sacrificing service.

"Adopting these tools wasn't about replacing agents— it was about empowering them to be more efficient, confident, and accurate."

## 03 NiCE solution

### A phased rollout to drive quality, speed, and smarter support

Rather than launch everything at once, the Bamboo team deployed NiCE solutions in a phased, strategic approach designed for long-term success and strong internal adoption.

The first step was the implementation of Quality Management. To lead the effort, Bamboo hired a dedicated quality manager who helped reshape the way feedback was delivered across the team. What once took up to two weeks now happens in hours—agents can receive performance feedback and reach out to dissatisfied customers the very same day. This shift transformed the culture of accountability and coaching inside the contact center. "We're able to remove the complaint before it even happens," said Christensen.

Next came Interaction Analytics, allowing Bamboo to dig deeper into customer sentiment and frustration metrics, silence during calls, escalation patterns, and measure leadership effectiveness. As the company grows and reorganizes teams, they look at call volume and various metrics by team for insight into how to develop their managers. Customer satisfaction is also measured via IVR surveys using Feedback Management. Additionally, Bamboo uses several Enlighten AI for CSAT agent soft-skill behavioral measurements to identify coaching opportunities, such as being empathetic, promoting self-service, and inappropriate action. These insights have become essential for management and supervisors who now have context-driven visibility into how agents are performing, and where they can be supported more effectively. In March, Bamboo launched Expert, NiCE's AI-powered knowledge management tool. While currently used for real-time information retrieval, Bamboo management considers Expert to be the "brain" that will power the company's rollout of CXone Mpower Copilot for Agents and CXone Mpower Autopilot.





Once live, Copilot for Agents will deliver smart, contextual guidance mid-call, reducing agent time spent searching for answers. Autopilot, NiCE’s customer-facing intelligent virtual assistant, will cover routine insurance-related questions while remaining compliant with strict industry regulations. Bamboo plans to launch both with a limited use case and scale as the platform evolves.

“AI is not a replacement for human interaction—it’s the tool that helps us be more efficient and find answers faster,” said Christensen. “The AI-enabled solutions from NiCE help us build confidence and accuracy in the background, giving agents, supervisors, and customers a more streamlined and impactful experience.”

### 04 Results

## A modern contact center built for speed and scale

The results have been clear. QA scores jumped 10 points (from 85% to 95%) and CSAT and Net Promoter Score scores climbed from the mid-50s to 70—a remarkable feat in an industry where most calls involve claims or concerns. New agent training has been cut by a full week, helping agents ramp up more quickly and confidently. Supervisors now have more visibility than ever and can coach in real time and handle fewer escalations.

The internal response has been overwhelmingly positive. Bamboo’s tech-savvy workforce has embraced the tools, especially the promise of Copilot for Agents to reduce hold times and Autopilot to handle common, repetitive questions.

“Our agents are very excited,” said Christensen. “They love that they will soon have a tool listening in the background, ready to offer answers in real time.”

By utilizing more of the innovative tools within the CXone Mpower platform, the contact center now better reflects the rest of the company’s innovative identity.

### 05 Future

## AI-powered growth across the enterprise

The Bamboo team is eager for what’s next. Once Autopilot is fully live, they’ll use Feedback Management to closely monitor customer satisfaction via email surveys and the results will be used to drive quality and coaching. The Bamboo team also wants to explore IVA-to-CRM integration. The company also expects to see AI tools reshape how other departments, like underwriting and claims, might operate in the future.

“AI is fueling not just automation, but acceleration,” he said. “We now have a foundation that supports innovation across the entire customer journey.”



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**Brock Christensen**  
VP of Operations  
Bamboo Insurance

## About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE’s platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

[www.nice.com](http://www.nice.com)

