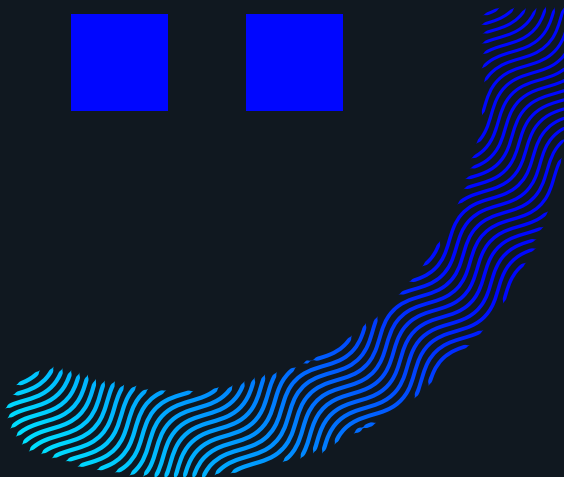# Moxie Pest Control Cuts Costs and Boosts Service with AI-Powered NICE CXone Mpower

Moxie Pest Control, a fast-growing leader in residential and commercial pest management, is known for delivering top-tier service to clients across the U.S. As the company expanded, Moxie struggled to maintain efficiency and customer satisfaction while preserving its strong culture and values. Partnering with NICE, Moxie implemented the CXone Mpower platform to modernize its contact center, reduce costs, and create a better experience for both customers and agents. Today, Moxie has not only improved customer satisfaction and agent performance but also enabled data-driven decision-making, driving sustainable growth and efficiency.
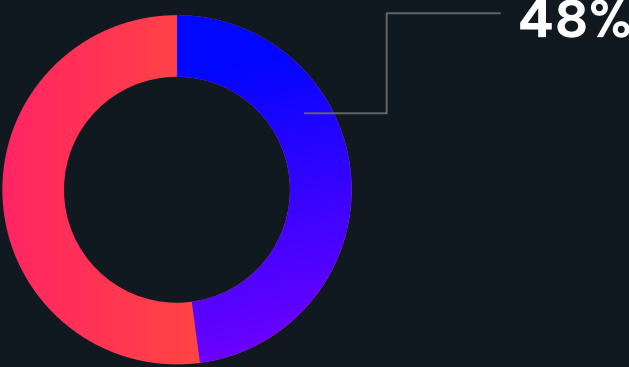
NICE

10-SECOND REDUCTION ↓
In Average Handle Time per call
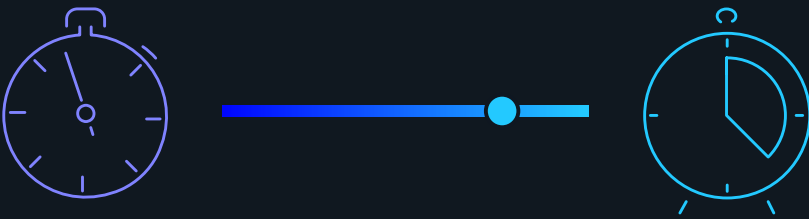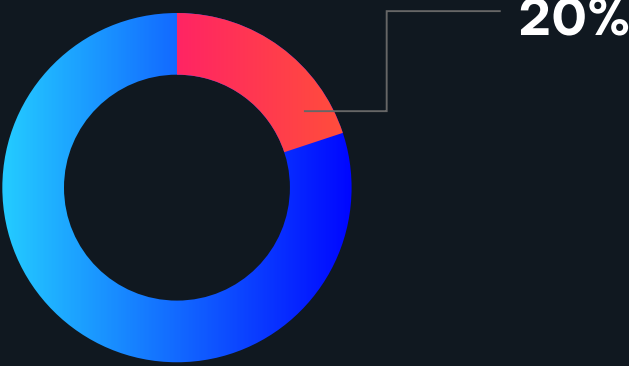
5% SHRINKAGE ↓
Reduced from 65%

48% REDUCTION
In call center staffing

48%

20% INCREASE
In Quality Assurance scores

20%

94-95% ↑
Agent adherence, up from 65%

<10% ↓
Call abandonment rate, reduced from 30%

CUSTOMER PROFILE

ABOUT
Moxie Pest Control serves residential and commercial clients across the U.S., offering customized treatment plans and emergency pest control services.

INDUSTRY
Pest control

WEBSITE
www.moxieservices.com

LOCATION
Headquartered in Irving, TX

AGENTS
400

GOALS
- Improve customer engagement
- Enhance agent efficiency
- Streamline knowledge management
- Increase first-call resolution

PRODUCTS
- NICE CXone Mpower platform
  - Omnichannel Routing with AI
  - Workforce Management
  - Recording
  - Quality Management
  - Interaction Analytics
  - Performance Management
  - Feedback Management
  - Expert
  - AI for Customer Satisfaction

FEATURES
- AI-driven call routing for improved customer experience
- AI sentiment and behavioral analytics and reporting
- Real-time agent guidance
- Automated quality assurance and coaching
- Seamless omnichannel integration
- Predictive AI-based workforce management and scheduling

Case Study

01 THE BEFORE

From rapid growth to rising costs and operational strain

As Moxie grew, its contact center experienced growing pains. Without data-driven insights, reactive staffing decisions led to over-hiring, high turnover, and increasing costs. Training suffered, agents were overwhelmed, and the contact center struggled to meet customer expectations.

"We just kept hiring and hiring, but we weren't looking at when and where we actually needed people," said Maximiliano Wong, Director of Contact Center Operations at Moxie.

With shrinkage rates at 65% and call abandonment rates soaring to 30%, something had to change. With a highly seasonal business—call volumes tripled during the summer months—Moxie also needed a way to forecast better and flex its workforce while still preserving the company's close-knit culture.

02 DESIRE TO CHANGE

Putting customers at the center of operational transformation

Recognizing the need for scalable, efficient operations, Moxie set out to improve call routing, gain real-time visibility into performance, and streamline quality assurance and workforce management. But at the heart of this effort was Moxie's unwavering commitment to its customers, as the company has always prioritized building relationships with its customers and ensuring they feel valued and heard.

"Our customers are the most important thing to us," Wong said. "We want every interaction they have to leave them feeling confident and comfortable."

Moxie wanted to create a contact center that not only operated efficiently but also reflected its customer-first values. That meant having the right agents in place at the right times, equipped with the tools to deliver personalized service. The team turned to NICE for a comprehensive solution that could address operational challenges without losing the human touch. Working hand in hand, NICE and Moxie developed a tailored approach that not only focused on deploying new technologies but also emphasized agent training, coaching, and change management to ensure long-term success.

03 THE SOLUTION

Leveraging AI and workforce tools for scalable customer care

Through a collaborative partnership with NICE, Moxie rolled out a full suite of NICE CXone Mpower solutions to gain visibility, control, and agility across its operations. CXone Mpower AI Routing now ensures that calls are directed to the right agents quickly and efficiently, improving the customer experience and reducing wait times. The real-time interaction guidance feature provides in-the-moment coaching that helps agents resolve customer issues with greater ease and confidence while reinforcing soft skills that reflect Moxie's customer-first values.

The knowledge base provided by CXone Mpower Expert enables agents to access accurate information from day one, cutting ramp-up times and supporting high-quality service. CXone Mpower Performance Management and CXone Mpower Quality Management tools give supervisors a new level of insight into agent performance, allowing them to provide timely coaching and ensure service consistency. AI for CSAT provides agents with real-time coaching while interacting with customers on their speech velocity and soft skills such as acknowledging loyalty.

With CXone Mpower Workforce Management and AI-based forecasting and simulation capabilities, Moxie has transformed its approach to staffing and scheduling. Supervisors now have precise AI-based forecasting tools to align staffing with seasonal call patterns and real-time data, including better visibility into real-time adherence, to adjust as needed, resulting in significantly higher adherence rates and much lower shrinkage. With better visibility, agents understand the power of one and have adopted adhering to schedules. Dashboards give leadership daily visibility into operations, helping them make data-driven decisions about everything from staffing to training focus areas.

While the adoption journey required a learning curve, supervisors and agents alike embraced the tools once they saw the actionable insights they could generate.

"They were shocked when they realized how much money we were wasting before," Wong said. "Now, they understand our mission and goals for the future and they're fully on board."

04 THE RESULTS

A leaner, smarter, more customer-centric operation

In just one year with the CXone Mpower platform, Moxie transformed its operations and achieved remarkable outcomes. The contact center went from handling 1,500 calls a day with 73 agents (and a 30% call abandonment rate) to managing 2,000 calls daily with only 38 agents

NICE

while reducing call abandonment to under 10%. Shrinkage dropped from 65% to just 5%, and agent adherence improved to 94-95% with minimal required adjustments.

QA scores improved dramatically from 70-75% to 90-95%, driven by AI-powered coaching and personalized supervisor support. By focusing on agent soft skills and customer sentiment using Interaction Analytics with Enlighten AI for CSAT, Moxie also elevated the quality of customer interactions, ensuring that each conversation left a positive impression.

"Agents are now getting feedback from day one so they're improving faster and delivering better service," Wong said.

Average handle time has decreased by 10 seconds per call—a significant improvement across high-volume operations. Moxie also restructured contact center hours based on CXone Mpower Interaction Analytics, moving from a 6 a.m. to 9 p.m. schedule to more efficient 7 a.m. to 7 p.m. business hours, dramatically reducing unnecessary staffing costs.

Moxie has also built a more sustainable staffing model. By identifying and nurturing a core team of skilled agents and supplementing with seasonal staff during peak times, Moxie protects and invests in its workforce. This aligns with the company's goal of keeping its culture intact while continuing its rapid growth.

05 THE FUTURE

AI, self-service, and regional specialization to drive continued growth

Moxie sees the CXone Mpower platform as its "system of the future" and is already planning to expand its use of AI and automation. The company is looking to integrate AI-driven IVR and CXone Mpower Autopilot to improve self-service and use scripted questions to empower agents—especially new hires—to deliver strong customer experiences.

The company is also regionalizing its contact center operations, moving from one centralized hub to four specialized centers, each of which is focused on the unique pest control needs of its area. "With Interaction Analytics, we're analyzing call trends by region so we can train our agents better and specialize in what customers need in that location," Wong noted.

Looking ahead, Moxie is committed to working with NICE to build deeper integrations, enhance digital channels like chat, and continue improving its AI-driven approach to customer engagement.

"**CXone Mpower is our system of the future.** It has completely changed the way we manage our contact center and care for our customers."

MAXIMILIANO WONG
DIRECTOR OF CONTACT CENTER OPERATIONS
MOXIE PEST CONTROL

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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