Data Science. Digital Transformation

Industry	Banking & Financial Services
Use Case Title	Customer Service KPI monitoring using Speech Analytics
About the Customer	A public sector bank in India
Business Problem	- The Customer (Bank) wanted to understand the key drivers to improve the Net Promoter Score and Customer Service. There goal was to push the Passive Customers to become Promoters and Detractors to become Promoter by providing them a great service - They were also looking for a Speech Analytics solution which could enable them to process 100% of the recorded call volume. There were analysing only 2% of the recorded audio calls, manually - They were looking for a solution which could be deployed on-premise
Solution	Our AI based Speech AI product Inteliconvo was deployed to fulfil the customer requirements. **Stats** - Around 4000 calls per day were processed - Around 60 agents call volume **Deployment** - On-premise servers **Approach** - Speech Analytics solution Inteliconvo was deployed - The calls were automatically analysed by AI and bucketed into 3 levels - First level was classifying the calls into Query-Complaints-Request - Second Level was classifying each of the Query-Complaints-Request categories, into sub-categories (e.g. Credit Card, ATM, Debit Card) - Third Level was classifying by dispositions (e.g. if it was credit card then PIN Not Received, Over Billing etc) - This deeper classification of the issues gave an unprecedented understanding about the Customer problems. The client could focus on the recurring issues and fixed those. This resulted in CSAT improvement, increase in NPS and customer loyalty - The solution also provided Sentiment Analysis, Tone analysis, Keyword tracking as out of box features for deeper analysis

	- The response provided by the Customer Support executive to the Customer was also analysed to understand the service gaps and key drives for the poor service - Agent Feedback and progress tracking module was also provided - AI based automated QA scorecard was provided which saved 60% of the manual QA efforts
Outcome	- The Bank could know the exact reasons for the poor customer service and poor NPS - They could now analyse 100% of the recorded customer audio conversations - As the key drivers to improve NPS and Customer Service was known, the bank planned for corrective actions. - The Client's QA team could give more structured feedback to the agents and also track the progress on the identified improvement areas - Massive QA bandwidth was saved every day. The client decided to utilize this additional capacity for other processes
Value Adds	- Built an automated call scoring for the QA team. The manual call scoring mechanism was time consuming. - The call scoring was complex, especially scoring the Soft skills and critical skills required deeper expertise in NLP - Out of the identified Soft Skills and Critical Skills, we could score the call on 80% of the parameter which is a great value add