



Customer Analytics in Action with Firstsource

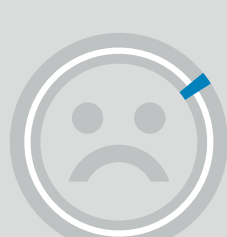

firstsource®

A Global Provider of Customized Business Process Management Services

The Situation:



An analysis of chat and email interactions for a telecom client revealed that:

**2%**

of contacts logged the lowest sentiment scores, which were related to **refunds and credits**.



However, a review to determine the root cause was infeasible due to the **high interaction volume**.



The Solution:



Firstsource leveraged Verint® **Text Analytics™** to **automatically mine, categorize, and analyze the telecom's chat and email** interactions related to refunds and credits.

The Actionable Intelligence:

Verint Text Analytics revealed that **refunds were routinely taking upward of 10 days to process versus a stated goal of 7 days**, which led to:

**30%**

of customers calling back for status.



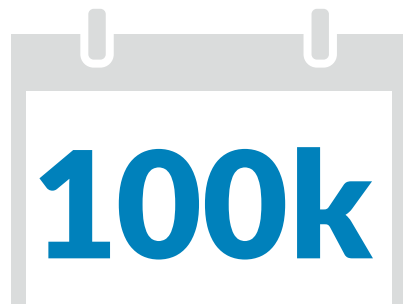
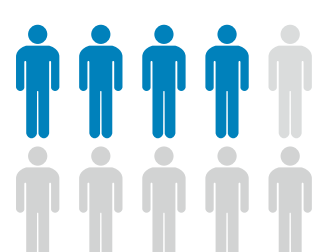
The Result:



Using the actionable intelligence, the telecom company automated refund notifications and improved training and business processes, resulting in:



A reduction in refund contacts by 40%.

40%

The elimination of over \$100,000 a month from operating costs.

Don't just deliver experiences. **engage.**