

## Customer Analytics in Action with Firstsource

  
**firstsource®**

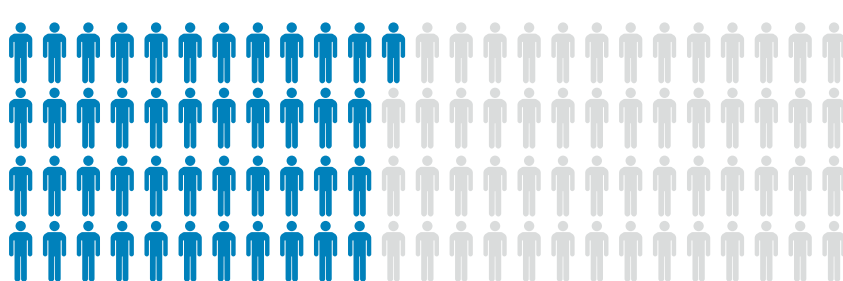
A Global Provider of Customized Business Process Management Services

### The Situation:



## Only 45%

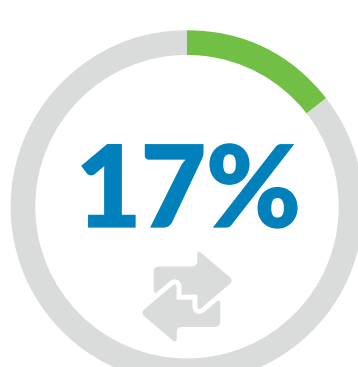
of customers contacting the call center of a **top retail bank** were getting a resolution.



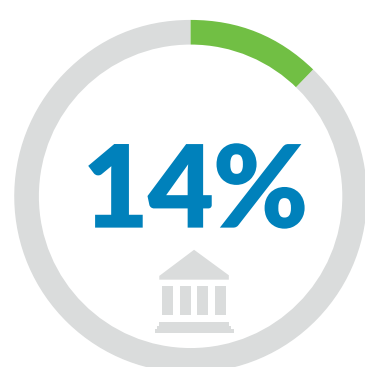
Among the remaining customers:



**19%** had a call back arranged with a different bank resource.



**17%** were transferred within the bank.



**14%** were asked to visit a bank branch.

### The Solution:



Firstsource leveraged **Verint® Text Analytics™** and **Verint Speech Analytics™** to analyze **11,000 of the bank's calls**, as well as customer comments on satisfaction surveys.

### The Actionable Intelligence:

The integrated solution helped Firstsource uncover root causes ranging from **too many website contact numbers**, to a **non-intuitive IVR**, to a **flawed call-back process**.



### The Result:



Armed with the actionable intelligence, the retail bank modified technologies, processes, and associate training—resulting in:



**18% reduction** in cost-to-serve.



**\$400,000** reduction in callbacks.



**\$400,000** saved in IVR processing.



**\$300,000** saved on website service.



**3% increase** in sales through phone, IVR, and web channels.



**Higher customer satisfaction**

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