Customer Analytics in Action with 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 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.

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17% were transferred within the bank.

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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.