

CASE STUDY



Global BPO provider deploys Humley's Agent Assistant

to improve contact centre experiences &
efficiencies

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The Business Case

A global BPO was exploring ways to enhance its customer experiences and deliver efficiencies to contact centre processes as part of its broader digital transformation initiatives with its pension services.

The business had already deployed Humley's Conversational AI Assistant to support pensions members via their scheme-specific portals. The solution automatically handles inbound queries and requests such as accessing a statement or updating personal details, helping to deflect a proportion of customers for the contact centre in the first instance.

In some instances, customers want to or are required to speak with a member of the contact centre team, the business therefore, wanted to extend the benefits of Humley's solution to the call channel as well.

Additionally, training new starters for the business is a time-consuming and costly process, on average taking 4 – 6 months to bring a new agent up to competency due to the complexity of the pension environment.

Humley's Solution

Humley deployed the **Agent Assistant**, an intuitive **Conversational AI Assistant** which supports agents on **live customer calls** with information and guidance. The solution has been deployed to a bespoke webpage, enabling agents to access the tool easily and securely from wherever they are, supporting a more remote workforce.

Additionally, due to the wide variety of pension schemes supported by agents, Humley's solution also enables agents to select the relevant scheme for the caller, helping to ensure that the information provided is accurate and relevant.

Key Benefits:



66%

Query containment

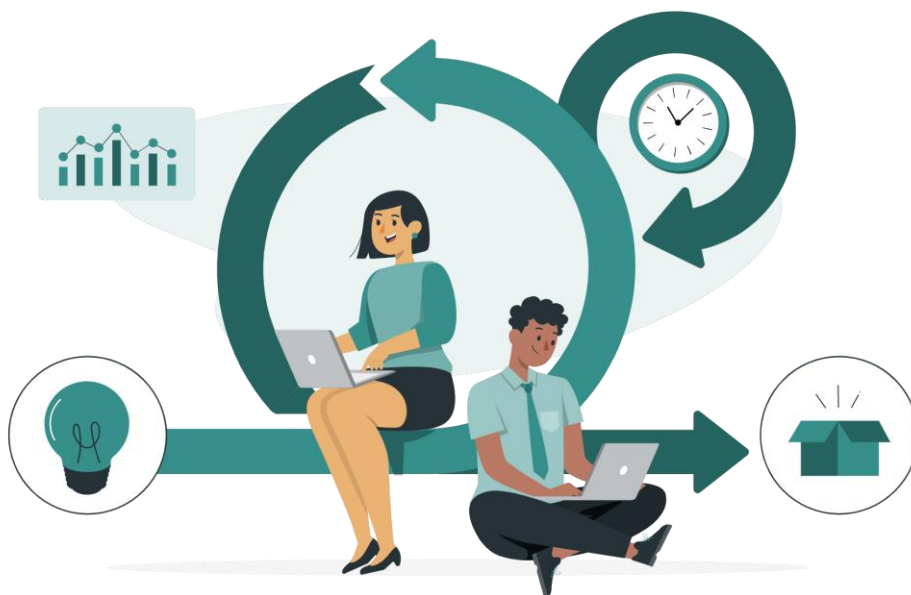


4/5

Agent Satisfaction

The Agent Assistant is powered by the best-of-breed AI technologies, which means agents can interact with the solution as they would with a customer-facing chatbot. The solution provides agents with simple FAQ-style responses, call scripts and decision trees, guiding agents through specific customer criteria to provide the correct response, relevant case codes and next steps where required.

Once the agent has concluded their call with the customer, the solution also enables them to provide a satisfaction score and further feedback. This helps the provider track agent experiences and provides additional information about potential knowledge enhancements to the solution. This is part of Humley's optimisation methodology and means the provider can continually enhance their solution and how it supports agents and customers on calls.



Benefits Delivered



As a result of deploying Humely's Agent Assistant solution, the organisation has been able to **significantly improve member and agent interactions** within their contact centre. Before implementing Humley, calls could typically take between 4 – 6 minutes, and at high volumes, this meant longer wait and response times for customers. With Humley's solution call handling times have been reduced by an average of 40%.

This has been achieved through minimising the number of systems, and sources of information agents are required to navigate to find the relevant information or outcome. Humley acts as the agent's single source of truth and has been able to contain an average of 66% of calls within the solution.

The above in combination with the **improved first-time resolution rates via correct case code allocation** reducing repeat callers, means a decrease in call volumes, freeing up agents to focus on more critical issues. Additionally, this has also meant that there is **less duplicate casework within the back office**, resulting in efficiency and productivity improvements.

Since its launch Agent Assistant has delivered a **4/5 satisfaction score from agents**, and over 70% have stated that the responses provided by the solution



have helped them to successfully resolve their call. This means not only improved agent experiences, but also given the complexity of the pension environment, helps to speed up the time to competency for new starters.

Following the success of the initial launch of the Agent Assistant, the business is now looking to expand the solution to support more of its pension schemes and customers.

Revolutionise Experiences & Boost Efficiencies with Humley Studio.



Welcome to Humley, where we are transforming the way organizations engage with their customers through Conversational AI Assistants. Our mission is to empower businesses to autonomously build, deploy, and manage cutting-edge AI-powered Assistants, delivering exceptional customer experiences while optimizing valuable time and resources.

At Humley, we offer Studio, our flagship SaaS platform, designed to revolutionize the way you interact with your customers. Studio provides a suite of powerful tools, including Think – our state-of-the-art generative AI and GPT-driven solution, enabling automatic creation and review of Q&As based on existing knowledge sources.

With our intuitive Easy Q&A editors, versatile Flow builder, and templated integrations into the leading business systems and technology solutions, you can effortlessly design personalized and efficient conversational experiences.

What sets us apart is our commitment to providing a no-code approach to Conversational AI, making it easy for businesses of all sizes to harness the potential of AI-driven customer service without the complexities. We believe in empowering our customers to orchestrate AI safely and seamlessly, integrating our Assistants into a wide range of AI providers, including our own.

Join us on our journey to revolutionize customer service through Conversational AI. Sign up for a free account today and experience the future of effortless and intelligent customer interactions.

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