callcabinet

Large financial services provider uses AI-driven conversation analytics to uncover systemic issues.

Situation

Banking is all about having fast, efficient systems and processes in place so when there is a spike in disgruntled customers contacting you, priority one is to quickly identify the problem and address it. The question is, how do you accurately pinpoint the problem without spending unnecessary amounts of time or resources, and risk losing customers in the process?

With so many communication channels available from which customers can get in touch, the bank required a solution that would help them stay on top of any customer issues as and when they surfaced.

Use Case

- Monitor 100% of conversations
- Keyword tagging and automated alerts
- Know the voice of the customer
- Root cause analysis
- Proactively maintain CX

Solution

CallCabinet's Advanced Analytics provided real time dashboards, tailored to specific metrics that the bank needed to monitor. With the solution's deep machine learning and natural language processing capabilities, the bank suddenly had insight into 100% of conversations across social media, email, calls and chat.

With automatic alerts triggered on specific key phrases and actively monitoring sentiment, emotion, pace, tone, and more, the bank was able to rapidly do a root cause analysis and pinpoint any issues their customers raised. It's how the bank was able to immediately resolve two major issues; one that had to do with personal card delivery times and another with a delay in loan processing. Today the bank proactively addresses these issues and has moved forward optimizing their processes. The customer satisfaction levels are the best in years.

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