



**REDEFINING CUSTOMER EXPERIENCE
LIFE INSURER ELEVATES SERVICE
WITH SPEECH ANALYTICS**

DATAMATICS

The client is a trusted life insurance provider, dedicated to offering financial security through a diverse range of Protection, Pension, Savings, and Health solutions. With a strong nationwide presence and an extensive network of agents, they ensure personalized guidance for individuals and businesses alike. Committed to innovation, they continuously enhance customer engagement and streamline experiences. Their goal is to empower policyholders with seamless, tailored solutions to secure their financial future.

The Challenge: Limited Insights, Repetitive Queries

The leading insurance provider company faced a growing challenge: despite capturing customer data in their CRM system, they struggled to extract deeper insights from interactions. The available information was surface-level, lacking the depth needed to understand customer sentiments, preferences, and concerns.

Compounding this issue was a surge in repetitive customer queries, which not only frustrated customers but also drained operational efficiency. Without clarity on why customers repeatedly reached out, the client found it difficult to implement proactive solutions, leading to increased call volumes and service bottlenecks.

To enhance customer experience and optimize operations, the client needed a data-driven strategy to uncover hidden patterns in customer interactions and reduce repetitive queries at the source.

The Solution: AI-Powered Speech Analytics

Understanding the need for a transformative approach, **Datamatics** deployed a comprehensive solution that combined **expert consulting and cutting-edge speech analytics** to tackle these challenges head-on.

- **Root Cause Analysis:** A dedicated consulting team conducted a deep dive into customer interactions to identify key drivers of recurring queries, improving efficiency.
- **AI-Driven Speech Analytics:** Datamatics implemented **advanced speech analytics** to extract implicit elements from conversations, including **sentiment, tone, and language nuances** for deeper customer insights.

With these insights, the client could:

- **Proactively resolve common issues**, reducing repeat call volumes.
- **Enhance customer experience** through more personalized and empathetic interactions.
- **Optimize operational efficiency**, allowing agents to focus on more complex, high-value interactions.
- By leveraging AI-powered speech analytics, the client transitioned from reactive customer service to **proactive engagement**, ensuring faster issue resolution, improved customer satisfaction, and a more efficient contact center.

Impact: Transforming Customer Experience with Data-Driven Impact

20% Projected Cost Savings

In call centre operations through optimized processes and reduced repetitive calls.

12% Reduction in Average Call Handling Time

Leading to a more streamlined and efficient customer service process.

25% Increase in Accuracy of Issue Resolution

Resulting in a higher customer satisfaction score.

80% Accuracy in Customer Actions Anticipation

Enabling proactive measures and reducing churn by 18%.

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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