

Leading Financial Technology Platform Tackles Agent Performance

Leveraging AI Contact Analytics from USAN, learn how a leading fintech provider in the healthcare space uncovered gaps in agent skills, developed training, and has accelerated the timeline for full Amazon Connect deployment



ABOUT THIS FINTECH

This U.S.-based fintech firm offers a reward-based payments and incentive engagement platform through prepaid Visa debit cards, enabling businesses and consumers to participate in reward and wellness programs. They currently use Amazon for IVR and self-service and Genesys for voice.

THE PROBLEM

In a growing industry ripe for self-service, the core reasons for transfer for an agent are always top of mind. Then, as these more complex calls are transferred to agents, knowing the skill and training gaps for human interactions is paramount.

THE SOLUTION

USAN's AI Contact Analytics uses powerful Gen AI based on Amazon Bedrock to provide detailed analysis of thousands of highly sensitive, redacted, customer interactions, surface customer intent, and provide coaching guidance to drive agent performance. The customer is also expediting their transformation to the full Amazon Connect solution.

KEY RESULTS



Went from manually coaching agents on single interactions to coaching on all interactions



Quickly drove insights into their CRM team exposing key metrics into agent performance



New customer intents used to improve self-service and reduce costs

HOW IT WORKS

AI Contact Analytics uses GenAI to analyze 100% of customer conversations. The platform provides valuable insights in key areas to help improve call handling and agent performance, leading to a better customer experience and reduced operational costs. These include...

- Dashboard that reveal overall contact center trends of customer intent
- Automatic detection of unknown customer intents through Gen AI
- Average customer experience compared to baseline
- Gen AI-powered agent coaching recommendations
- Access to recordings of the agent's best and worst-scoring calls in each category
- Investigative tools to review calls with low customer experience and satisfaction



“The insights from USAN’s AI Contact Analytics are transforming our self-service channels and prepare our agents to deliver seamless experiences to our customers as we continue to grow our business.”



Ready to revolutionize your contact center analytics?
Request a demo of AI Contact Analytics today at usan.com.