



Consumer finance market leader in Vietnam increases collections and sales efficiency with Uniphore's U-Analyze™



A market leader in the consumer finance sector in Vietnam employs over 17,000 people. It serves 10 million customers via collaborations with partners through a varied partner network of more than 13,000 point-of-sales. It offers its customers a wide range of multi-accessible, flexible and effective financial lending products and services.

CHALLENGES

- ▶ Limited bandwidth allowed only 0.6–1% of the calls to be analyzed
- ▶ Poor visibility into agent performance and customer satisfaction
- ▶ Inability to recognize customer propensity to engage, and buy
- ▶ Lack of insights to make improvements to call center processes
- ▶ No way to measure if agent performance assessment was biased

SOLUTION

- ▶ U-Analyze™—Uniphore's customer interaction analytics solution was chosen to replicate the QA scoring system. The solution's advanced features including analytics and insights from 100% of interactions across channels helped improve processes and extract actionable insights from customer conversations. It enabled the company to evaluate and improve agent performance.

BUSINESS BENEFITS

- ▶ Monitored 100% of outbound customer calls
- ▶ Improved agent performance through multiple KPIs
- ▶ Added agent knowledge index and QA scoring report
- ▶ Enabled agents to identify customer intent to buy
- ▶ Increased sales efficiency across the board
- ▶ Augmented collections by increasing agent's efficiency
- ▶ Enhanced customer satisfaction with actionable insights

THE BUSINESS NEED

The company wanted to monitor every customer-agent-call interaction to optimize the efficiency at its contact center. By assessing the agent performance and the quality of a call, the company intended to increase collections, improve sales efficiency, and enhance customer service.

The contact center handled over 1.2 million outbound calls every month for sales, collections, and customer service. Due to huge volume of calls, only 0.6-1% of the calls were being monitored manually.

The company was unable to understand customers' intent and assess agent performance. The client also had an internal scoring mechanism to receive customer feedback through a survey at the end of a call that would measure parameters such as CSAT and NPS. This internal scoring system proved to be ineffective as only 5-10% of customers responded to the internal survey.

INTERACTION ANALYTICS FOR REPLICATING QA SCORING

Uniphore's U-Analyze™, a customer interaction analytics solution that uses Natural Language Processing (NLP) and Machine Learning (ML), was chosen by the client. The interaction analytics platform enabled the client to monitor 100% of the outbound calls in Vietnamese. It also provided the client with detailed QA customizable reports highlighting customer sentiments, agent knowledge and performance.

U-Analyze™ was also able to replicate the QA scoring of the existing parameters giving access to several dashboards to gauge whether the agents were pitching the right products, handling objections correctly, measuring customers' interest to engage and their intent to purchase. The solution increased the collections and sales efficiency by measuring various KPIs including propensity to pay, intent to buy, objection handling, and customer satisfaction. U-Analyze™ helped agents to enhance customer service experience by providing near real-time insights to agents and sentiment analysis, enabling smart intervention during an ongoing call.



About Uniphore

Uniphore is a global Conversational AI technology company with offices in the U.S., India and Singapore. Uniphore believes the future of customer service is every voice being truly heard. The Company's vision is to bridge the gap between people and machines through voice. Uniphore enables businesses globally to deliver transformational customer service by providing a platform of Conversational Analytics, Conversational Assistant and Conversational Security that changes the way enterprises engage their consumers, build loyalty and realize efficiencies.

For more information on how Uniphore delivers business value using Conversational Service Automation, please visit www.uniphore.com

