

# Give Customers the Service They Want, 24x7



## SNAPSHOT

### THE OBJECTIVE: Deliver the Support Customers Need

With a network of 14 contact centers, a top five money center bank receives more than 20 million calls a month. As online banking systems gain in both prevalence and sophistication, the bank's customers increasingly need help using Web-based banking solutions.

In many cases, customers' online banking issues are routine questions that can be handled easily, using established FAQs for tasks such as resetting passwords. The bank soon discovered that using customer service representatives (CSRs) to solve these types of problem was becoming costly, time-consuming, and mundane for its CSRs. In addition, callers had to wait to speak to a CSR, and it was impossible to serve the thousands of customers who were calling at odd hours.

It became clear that some level of automation was necessary to help these callers with their questions 24x7.

### THE WEST INTERACTIVE SOLUTION:

#### Customer Self-Service With Natural Language Capabilities

A key requirement for the project was that the voice-enabled call routing and troubleshooting system needed to serve as a stand-alone solution that would not require back-end integration or IT support.

When the bank engaged West Interactive to create the initial voice-enabled FAQ application, it was decided that a natural language routing solution would greet the caller, determine the reason for the call and route the call appropriately. Based on callers' answers to a few short questions, they would be directed to either the West Interactive Knowledge Voice application or to a human operator who would provide further assistance.

Today, West Interactive's solution determines caller intent with a simple prompt: "Briefly describe what you're calling about." Callers seeking specific account information are sent to the customer self-service solution for authentication, while calls that require technical support are routed to the automated Knowledge Voice troubleshooting system. Once connected, the automated system guides callers to resolution using the same step-by-step method the technical support agents use.

Because West Interactive's system dispenses general FAQ information, not account-specific data, no back-end systems integration was required. This key advantage meant that the bank could avoid IT dependencies and complete the project in just 60 days.

- Routes banking inquiries to the correct destinations
- Provides answers to frequently asked questions (FAQs)
- Troubleshoots, providing step-by-step instructions
- Offers detailed information regarding standard error codes and conditions
- Guides customers through resetting passwords via online banking
- Advises customers using various personal financial management solutions (Quicken, MS Money, etc.)
- Provides mobile banking instructions based on carrier and type of phone
- Allows customers to resolve issues at their own pace with options to pause the flow, go back or move ahead

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## THE RESULTS:

### Reduced Agent Call Volume and Cost Savings of More Than \$4 Million

Since the system was activated in 2006, the results have exceeded the bank's most optimistic expectations. Currently, more than 800,000 calls are automated each year, alleviating the need for human agents to intervene. Online agent call volume has decreased by approximately 20 percent, yielding an average annual cost savings of more than \$4 million. This has freed up agents to support other online banking initiatives, and customers are now better prepared if they need to speak with a live CSR.

In short, banking customers are happier with the eliminated wait time and the 24x7 access to support. The bank's agents are glad to handle more challenging and interesting customer calls.

In the future, the bank plans to upgrade the West Interactive system to improve maintainability and continuously improve results through tuning. The West Interactive On-Demand Portal will allow the bank to make changes to the applications using a secure Web browser interface.

In addition, there are plans to create a differentiated customer experience through the use of customer segmentation information, which would enable a significantly improved customer experience through personalization and proactive recommendations. Finally, the bank plans to incorporate real-time decision-making processes to monitor events, alter business rules and guide IVR interactions.

## WEST INTERACTIVE CORPORATION:

### A Premier Provider of Automated Customer Contact Solutions

West Interactive is a leading provider of hosted and managed automated customer contact solutions. We help our clients connect with their customers more effectively, deliver superior service and maximize the value of every customer interaction. We provide advanced technologies and a highly scalable, standards-based infrastructure to help businesses more efficiently conduct multimedia transactions. We have the people, technology and experience to handle the simplest or most complex solutions. Services include custom speech applications, customer surveys, network-based call routing and analytic services. West Interactive, a subsidiary of West Corporation, is located in Omaha, Neb., and serves Fortune 1000 clients in nearly every vertical market.

*"I realized we had a serious problem when I observed one of our agents reciting the password reset steps from memory," a senior vice president at the bank said.*



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