SHYENA TECH YARNS

Data Science. Digital Transformation

Industry	Banking & Financial Services
Use Case Title	Agent Compliance monitoring using Speech Analytics
About the Customer	Leading Contact centre in India who caters to BFSI Customers
Business Problem	- This was implemented for a collections process for an end client of the Contact Centre (i.e. a Bank) - The collections, is a tough business. As per the regulations, the agents cannot be rude, impolite to the customers, although they have defaulted. If the agent misbehaves, and if the Customer raises a grievance, and if it is proved, the Bank will be penalized by the government authority and so will be the Contact Centre - Searching these non-compliant calls was also a headache - The Brand name of the Bank will also take a hit - The Contact centre hence wanted to monitor compliance of agents for various parameters such as use of foul words, tone level, sentiments and script compliance. - This is needed as part of regulatory requirement to ensure that borrowers are not harassed by the agents
Solution	Our AI based Speech AI product Inteliconvo was deployed to fulfil the customer requirements. **Stats** - Around 6000 calls per day were processed - Around 90 agents call volume **Deployment** - On-premise servers **Approach** - Speech Analytics solution Inteliconvo was deployed - The calls were analysed for un-pleasant words, high tone, negative sentiments and insights were provided - The calls were also analysed to understand Paying intents. The calls were bucketed based on dispositions - Call search based on key words was also provided - Automated QA score card generation, coaching and feedback module was also provided
Outcome	- The Client could easily search for probable non-compliant calls and take pro-active actions - As 100% of the call volume could be processed, the Client got some unprecedented insights about the Collections call drivers. They could make right calling strategy. As a result, the collection improved almost by 1.5% in less than 3 months.

	▪ The Automated call analysis freed up the bandwidth of the QA to focus on more productive tasks
Value Adds	▪ Built the dictionary of foul words in multiple Indian language, which is reusable across different use cases ▪ Improved accuracy of AI models by training it on data from collection domain