

DELIVERING PERSONALIZED CUSTOMER EXPERIENCES THROUGH ANALYTICS



CASE STUDY



PTP designed and implemented natural speech IVR applications, speech analytics, and real-time reporting for America First Credit Union (AFCU), enabling them to deliver personalized experiences to their customers, gather actionable customer insights, and improve agent efficiency.

THE CHALLENGES AFCU FACED

AFCU had outgrown their legacy contact center applications and needed a solution that could accommodate their growing outreach and meet customer expectations. Upon examining customer and agent experiences, AFCU found tactics they were using to gather customer insight, like surveys, were insufficient, and supervisors couldn't effectively score agents' call quality. AFCU needed an automated process to evaluate and enhance agent performance and provide better member experience.

THE RESULTS

AFCU can now address member issues in real-time, with optional incognito call monitoring or agent coaching. They have more in-depth, actionable insights on member satisfaction after swapping out surveys for speech analytics. AFCU is also seeing measurable impacts on revenue by creating greater visibility in agent-member interactions, and using historical reporting to predict what assistance customers were seeking before they even speak to an agent, creating a more personalized experience. →

IMPLEMENTING A THREE-PRONGED SOLUTION

PTP formed a two-phase, three-pronged strategy to improve member experience by identifying the problems AFCU was facing.

- **Moving to Interactive Voice Response and Increasing Self-Service:** A natural-language-based application identifies “problem calls” more quickly and easily than before. Interactive voice response solutions initially capture the voice to streamline and personalize call flow.
- **Speech Analytics and Quality Monitoring:** Speech analytics provide customer service supervisors accurate, actionable assessment of member satisfaction in real time. Using these predictors, agents can handle calls more efficiently, score calls more accurately, and train smarter.
- **Historical and Real-Time Contact Center Reporting:** By having member calls reported to the contact center in real-time, supervisors can listen to calls and take immediate action to minimize negative interactions. Supervisors can then use these lessons learned to tailor agent training in the future.

ABOUT AMERICA FIRST CREDIT UNION

Being member-owned, America First Credit Union (AFCU) is Utah’s largest credit union with a member-centric approach to business. Providing exemplary financial services and going the extra mile for each member is AFCU’s top priority.



LEVEL OF REACH

+736K

MEMBERS

400

CONTACT CENTER AGENTS

CHALLENGES

Outgrown legacy technology application

Disparate technology systems

Limited visibility into member/agent interactions

PTP'S SERVICES

Customer experience roadmap and assessment

Speech analytics and reporting

Customer reporting and quality monitoring

Speech and natural language application design and development

“I see the team at PTP as my friends, working with us to find the best customer service solutions to the issues we are facing.”

Chad Tanner – Vice President, Contact Centers