Tiger Analytics helped a US-based Fortune 100 P&C Insurance provider redefine call center operations with AI-driven analytics

Tiger Analytics implemented Machine Learning (ML) models for call quality assessment and customer intent prediction. It went a long way toward improving call productivity and the customer experience. Despite transcription issues, it led to significant value and impact on call center KPIs, with measurable benefits such as ~90% accuracy levels.

The Background

Our client is one of the largest P&C Insurance providers in the US. They receive tens of millions of calls annually in their call centers. Their system could predict a limited number of customer call intent, with less than 1% of the calls manually reviewed by the QA team. However, the client recognized that call intent measurement helps comprehend customer needs, accurately identifying the purpose behind each call and customizing responses. So, they were looking to unlock opportunities to elevate the customer experience and evolve their services.

Key Challenges

Lack of automation to assess call intent: The system had no automated way to assess the incoming call intent, leading to resolution delays. Also, there was no way to measure overall interaction quality.

Manual efforts to assess call quality: The existing rules-based system was designed using structured data updated by the agents. They were also unable to quickly determine resolution quality and assess training needs for agents.

Critical call data errors: The available call data had transcription and diarization errors, and many key business KPIs had no baseline metrics available for assessment.

Our Solution

Upon initiating the project, Tiger Analytics first step was focused on **Use Case Identification and Prioritization**. Discovery and prioritization workshops were conducted, leading to the identification of 23 relevant analytics use cases.

Next, in the **Execution Roadmap Development** step, an execution roadmap was created. It detailed the timeline, effort estimates, data requirements, solution blueprints, and success measurement parameters.

Finally, step four was about the **Implementation of Predictive ML Models**. These models were designed to predict authentication process compliance, determine customer intent for calls, assess the need for call transfers to specialized representatives, and detect customer sentiment during calls.
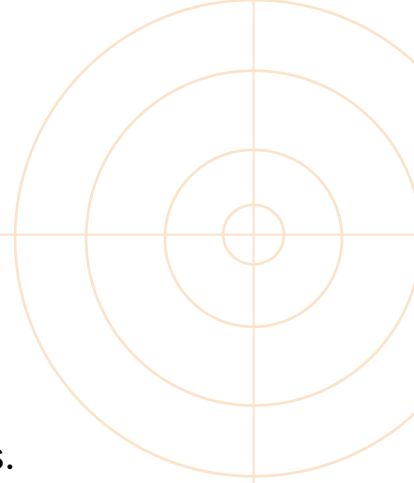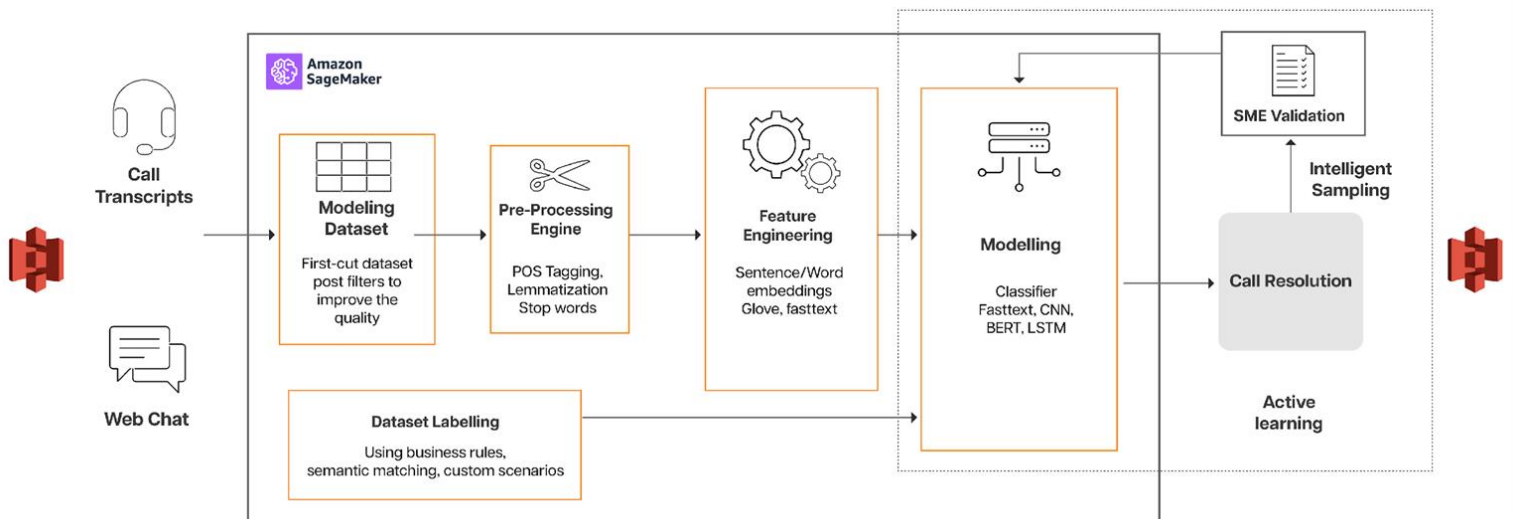
Tech Stack

/ **AWS**   /**NLP Capabilities**

Solution Architecture

Value Delivered

~90% accuracy levels were maintained despite transcription issues.

Automated compliance measurement led to timely compliance reporting, reducing compliance risks in the process.

Call productivity and customer experience were improved, with better customer insights and a more positive revenue impact.

About Us

Tiger Analytics is a global leader in AI and Analytics, helping Fortune 500 companies solve their toughest challenges. With over 4000 data technologists and consultants spread across offices in the US, Canada, UK, India, Singapore, and Australia, we help our customers accelerate their AI and Analytics journey in sectors like CPG, Retail, Insurance, BFS, Manufacturing, Life Sciences, and Healthcare. Tiger Analytics is a Great Place to Work Certified and a 'Leader' in the Forrester Wave: Customer Analytics Services Report 2023.

Visit https://tigeranalytics.com. to see how Tiger Analytics provides certainty for a better tomorrow.