FINANCIAL SERVICES POWERHOUSE ELIMINATES CUSTOMER ISSUES AT THEIR SOURCE WITH AI CONTACT ANALYTICS

A top vehicle financing provider has been partnering with USAN to manage their contact center operations since 2008, completing a full migration to Amazon Connect with USAN in 2024.

Looking to gain more insight into their contact center health, this company adopted AI Contact Analytics from USAN to discover hidden customer-effecting issues and improve CX.

The AI Contact Analytics Platform

Built on Amazon Bedrock, AI Contact Analytics from USAN revolutionizes contact center operations and performance. This tool automatically tracks customer and agent sentiment, true customer intents, resolution outcomes, and much more. Knowledge is power, and having this information at the tips of their fingers has helped leaders at this vehicle financing provider improve customer experience at a pace that wasn't possible before AI.

### Quick Win: Identifying and Resolving Payment Issues

An unknown issue with the vehicle financing provider's debit card processing system was causing an influx of customer contacts. GenAI identified 165 calls about this issue in near-real time and gave the company the data needed to fix this at its source before it became a more widespread problem.

By resolving this issue quickly, the company was able to avoid additional costly calls and provide better customer experience.

Harness the Power of Data

Every contact center has data, but understanding this data in real time is a significant challange. USAN built AI Contact Analytics with this in mind. Some of the ways we make it easy for leaders to take action with the data we surface from their conversations include...

- **Intent discovery:** Going beyond what you know to look for, AI Contact Analytics surfaces hidden customer intents. With these intents, you can customize agent training to the most common contact reasons, create help center articles to improve self-service, and resolve issues at their source to prevent costly customer contacts.

- **Sentiment and resolution analysis:** Understand both customer AND agent sentiment, and see how often issues are being resolved. Use these metrics to customize agent coaching and identify top areas to focus on.

- **Trend analysis:** Identify evolving customer experience trends, helping organizations make proactive changes in areas like billing, outage notifications, and collections.

- **Agent coaching:** AI-driven training programs tailored to individual agent performance make agent coaching easier than ever before! With highly individualized feedback based on 100% of interactions, not just a small sample,
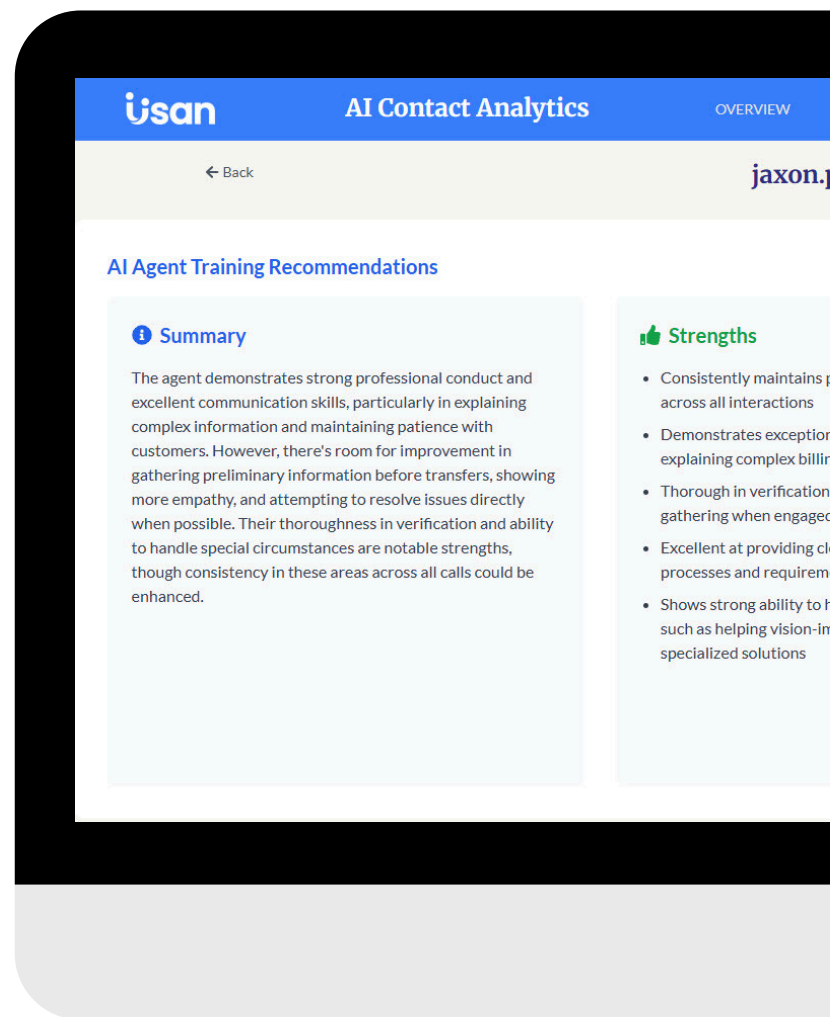
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Ready to revolutionize your contact center analytics? Request a demo of AI Contact Analytics today at usan.com.