Top financial services company quickly implements GenAI agent assist solutions to drive contact center efficiencies

Learn how GenAI built on Amazon Bedrock is being used to reduce contact center operational costs and improve agent experience.

ABOUT

A top provider of vehicle financing options began managing their contact center with USAN in 2008, completing a USAN-lead migration to Amazon Connect in 2024.

Looking to leverage AI to reduce time spent on operational tasks and increase accuracy, USAN implemented Form Fill AI and Post-Call Summaries in the company's contact center. This created highly accurate and fast completion of agent tasks and summarizations of the contact, and improved agent and manager experience.

POST-CALL SUMMARIES

GenAI automatically summarizes each conversation as it happens, allowing agents to see what steps need to be taken to resolve customer issues, and managers get context into agent conversations faster than current manually processes.

FORM FILL AI

As an agent and customer talk, Form Fill AI automatically fills in necessary customer information and guides the agent through the conversation. This process frees up the agent to focus on the customer, allowing for a more empathic and personalized customer experience without the agent needing to type.

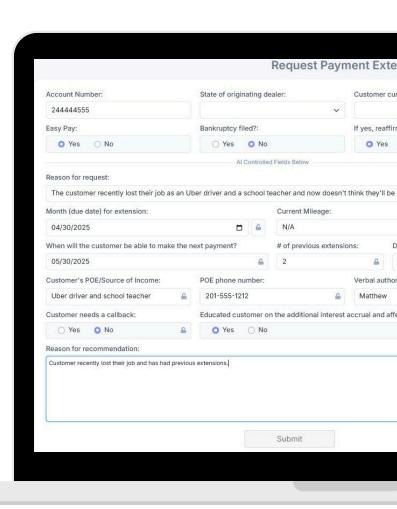## Key findings:

✓ **98% accuracy in fields filled**

⏱ **Call summaries generated in just seconds**

THE FORM FILL AI DIFFERENCE

Facing incorrectly entered or missing customer data, this financial institution was unable to properly process forms, leading to errors and inefficiency. Implementing Form Fill AI helped the company realize...

- Reduced human error in data entry as AI can recognize a variety of accents and speech patterns
- Shorter average handle time as agents spend less time typing in data
- Less multi-tasking for agents, who can now focus on providing a better customer experience
- Increased consistency and accuracy of data

Request Payment Exte

Account Number:	State of originating dealer:	Customer cu
244444555		

Easy Pay: ● Yes ○ No   Bankruptcy filed?: ○ Yes ● No   If yes, reaffir ● Yes

AI Controlled Fields Below

Reason for request: The customer recently lost their job as an Uber driver and a school teacher and now doesn't think they'll be

Month (due date) for extension: 04/30/2025   Current Mileage: N/A

When will the customer be able to make the next payment? 05/30/2025   # of previous extensions: 2

Customer's POE/Source of Income: Uber driver and school teacher   POE phone number: 201-555-1212   Verbal author Matthew

Customer needs a callback: ○ Yes ● No   Educated customer on the additional interest accrual and affe ● Yes ○ No

Reason for recommendation: Customer recently lost their job and has had previous extensions.

[Submit]

WHAT'S NEXT?

Based on the gains received, this financial services company is continue to invest in FormFill AI and Post-Call Summaries with additional forms, and expanded call monitoring.

The best thing? Form Fill AI and Post-Call Summaries leverage machine learning to continuously improve over time, adapting to the unique needs of each contact center. Together, USAN and this financial company are working hard to improve the customer experience. The possibilities are endless.

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Ready to see what Form Fill AI and Post-Call Summaries can do for your organization? Request a demo at usan.com today.