Case Study

SupportPredict Agent AI Saves Client $1 Million

Bank Implements Artificial Intelligence Bots to Improve Key Performance Metrics

The Client

Our financial services client, parent of two retail banks, has trusted ResultsCX for more than six years to provide full-service customer support focused on improving quality, operational efficiencies, and overall agent performance while delivering an outstanding customer experience.

The Challenge

Our client faced challenges in delivering on key performance metrics — Average Handle Time (AHT) suffered due to limited accessibility as well as search and change control, and agent proficiency was a victim of long training cycles and technology limitations. Deploying a new financial platform alongside modernized customer-facing functions caused further disruption for the workforce and customers.

The Initiative

In the client's previous knowledge base, all information was on a single lengthy webpage with links to supporting documents. Finding information and giving an accurate answer was time-consuming. Our solution was to transform client processes, redesigning our knowledge base to fully incorporate that of the client with all supporting documents, with a goal of getting the right knowledge in front of agents at the right time.

We also implemented SupportPredict Agent AI, an AI-driven search engine that delivers faster, more accurate answers to agents. Agent AI separated the client's webpage into individual articles, allowing agents to easily sift through content. Agent AI is part of our SupportPredict digital experience platform, which uses Artificial Intelligence (AI) to transform customer support across all digital and voice channels. The cloud-based platform learns from every interaction between customers and agents, enabling organizations to improve customer retention, empower self-service, reduce call center volume and associated support costs, and increase call center efficiencies and KPIs.

To enhance training, we developed an agent curriculum aligned with our strategy of using advanced voice and digital behavior analytics to guide customers as they adopt digital channels and self-service bots. Simultaneously we rolled out new standard operating procedures aligned with our AI-enabled toolkit, customer intelligence dashboard, and training strategy.

The Outcomes

Introducing SupportPredict Agent AI created additional value for our client, including ops-driven compliance for high adoption rates and enhanced guided call flows for agents with on-demand coaching. KPIs improved across the board almost immediately after implementation and steadily improved month to month.

5%

Client app usage increased by 5%

80 days

Agent speed to proficiency decreased from 110 days to 80 days

QA

Quality scores increased from 92.5% to 96.4% in nine months

AHT

AHT improved by more than 95 seconds within three months of launching SupportPredict. At the six-month mark, AHT improved by 46 more seconds, and by the nine-month mark, dropped by 21 more seconds, landing at more than 122 seconds below target.
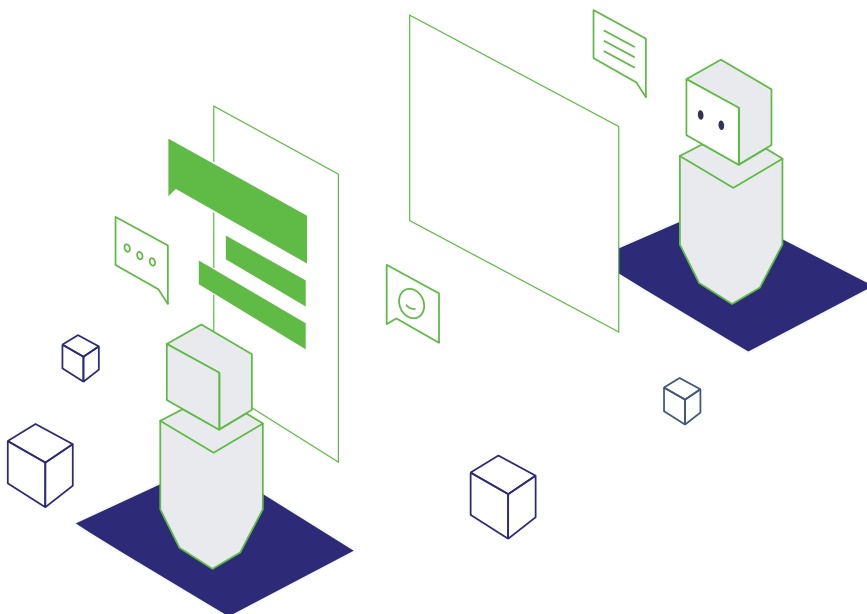
Conclusion

SupportPredict Agent AI lowered AHT across four lines of business. The client projected savings of more than $1 million annually, achieved by reducing billable hours while consistently maintaining key performance metrics and providing an outstanding experience for the client's customers.