

Speech Analytics uncovers value in rich data

Saga unlocks business insights to improve sales performance and customer satisfaction



SAGA

Customer: Saga

Industry: Insurance, travel, financial services and healthcare

Location: UK

Agents: More than 4,000 employees and 900 agents

Challenges:

- Become increasingly customer-centric
- Increase customer insights and data capabilities

Solutions:

- Workforce Engagement Management
- Genesys Interaction Analytics

Targeting high-affinity customers

Saga builds insurance, travel, personal finance and healthcare services around the needs of customers 50 years and older. One of the most trusted brands in the UK, Saga receives about 3.5 million calls a year across their three contact centers, creating a rich pool of data that presents opportunities to deepen relationships with current and future high-affinity customers.

"We work hard to make service completely frictionless and constantly track performance through customer satisfaction and effort scores," explained Martin Broom, Director of Operational Strategy and Planning for Saga.

Conversations between agents and customers have a massive bearing on those scores, so introducing Speech Analytics was a natural step. "We constantly capture and dig into interactions, uncovering ways to improve agent performance and make it even easier for customers to do business with us," said Broom.

Nurturing the skills that matter most

Saga chose Genesys Interaction Analytics for its data accuracy, ease of use and proven results—as evidenced by customer references. Firmly embedded within the Saga operational excellence program, Genesys Interaction Analytics drives significant business value. Saga can separate factors that help agents close sales from those that have less influence on buying decisions but are still important to improve the customer experience.

"We broke our sales execution process down to 20 steps, consolidated into five key skills," said Mark Hills, Head of Insight and Performance for Saga. "With Genesys Interaction Analytics, we can spot gaps between top- and bottom-performing agents and address them with a continuous training program, refining the approach until we see consistent changes in behavior and results."

SUCCESS STORY: SAGA

The Saga insurance segment uses Speech Analytics to track and drill down into agent trends for selling add-on products and services. Combined with effective coaching and dashboard management, Saga realized a 5% increase in new business as well as measurable improvement in other business areas, generating a multimillion pound gain in financial performance annually.

"Our agents feel more confident and involved in their own development," said Hills. "They find it easier to share best practices, and we can clearly link targeted coaching with financial performance."

Reducing customer effort and costs

Saga also used Genesys Interaction Analytics to reduce call duration and repeat calls, decreasing customer friction and costs. For example, Speech Analytics tracks key phrases used when customers must exert more effort.

"We've seen a 5% improvement year-on-year in customer ease," said Hills. "Other results include a 9% reduction in average handle times and a 4% improvement in first call resolution. This has led to a 4% increase in customer satisfaction scores."

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Using data generated by Genesys Interaction Analytics, Saga tracks customer sentiment towards newspaper coverage and advertising campaigns. And, by categorizing and searching topics of conversation, they can establish demand for new products, such as specialized car insurance, without the need for costly, time-consuming customer surveys.

Introducing Speech Analytics also unified the Saga contact center and digital marketing teams. The teams now can flag issues customers raise to agents about their experience via the company's website.

"Genesys Interaction Analytics opens up a world of opportunities to improve customer experience," said Broom. "By sharing insight, we're able to join up offline and online customer journeys and have already identified numerous ideas to reduce channel switching."

To learn more about the solutions featured in this case study, go to www.genesys.com.

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RESULTS

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in new business performance

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year-over-year in customer ease

4% improvement
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9% reduction
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4% increase
in customer satisfaction

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