

Using analytics to identify online failure demand drivers



Ember

CASE STUDY

Problem

A leading UK bank engaged Ember with the following problems:

- Customers were failing to complete their transaction in self-service
- Demand into the contact centre had not reduced in line with expectations of their digital programme
- The bank was lacking robust data on the online failure drivers

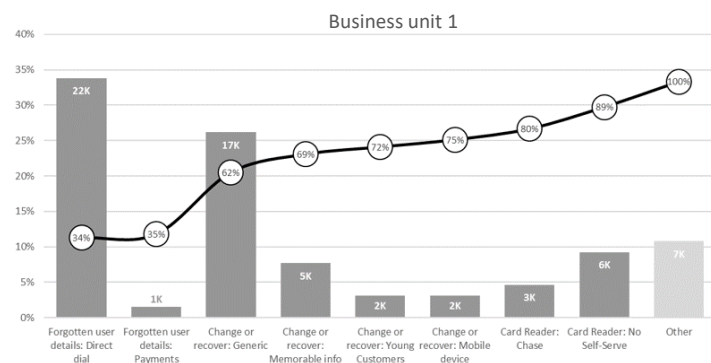
Findings

Many calls were being driven into the contact centre to reset user names and passwords, reset memorable information or to request or chase a card reader as the online user journey lacked clear signposting to address the issue (see example below)

A prioritised list of new online transactions was identified that would meet customer needs and an Agile programme was created to deliver the website changes

Solution

- Deploy speech analytics to pinpoint calls related specifically to online failure demand
- Build complex speech searches to identify the root cause drivers of online failure
- Make recommendations for business change to improve online containment
- Regularly reporting to track reduction in demand based on the change initiatives



Ember

Ember Group Ltd
60 Trafalgar Square
London
WC2N 5DS

T: +44 (0)20 7871 9797

E: info@embergroup.co.uk

www.embergroup.co.uk

Return on Investment

Overall findings of 150 FTE savings from improving the existing online customer journey or creating new online functionality