

## Case Study

# Using Analytics to Identify Online Failure Demand Drivers



### The 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

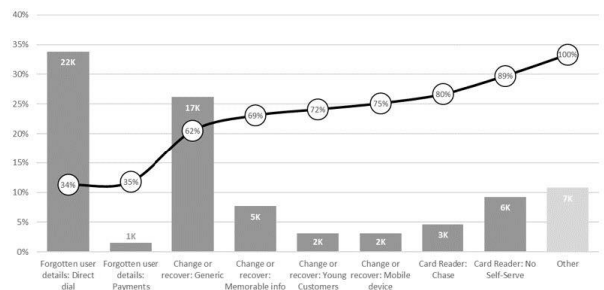
### Our Solution

- **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**

### Our Findings

Many calls were being driven into the contact centre to reset usernames and passwords, reset memorable information or to request or chase a card reader as the on-line 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



## Get in touch

Get in touch with our analytics experts today

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