

# business consulting services

from Nuance

---



case study :: life and retirement services

## Large U.S. Financial Services Company Upgrades IVR, Reporting and Analytics Strategy

---



## about the company

A leading global financial security company provides life insurance, annuities, long-term care and a host of other smaller insurance products. Their call centers have seen a substantial increase in the volume of calls they handle year over year.

## environment

The company was running their pre-existing IVR on an old Edify platform. They had over 600 toll-free numbers with inconsistent routing and handling; some of the toll-free numbers were pointing to a natural language routing application, but there was very little additional automation in the IVR. The call centers were completely siloed with no failover provisions or coordinated maintenance. They also had inconsistent, highly manual reporting practices and lacked an analytics strategy.

**“Thank you Nuance Consulting! You guided us to the right self-service and analytics strategy. As a result we have updated our inbound applications to become more effective, thereby reducing our contact center costs and improving customer loyalty at the same time.”**

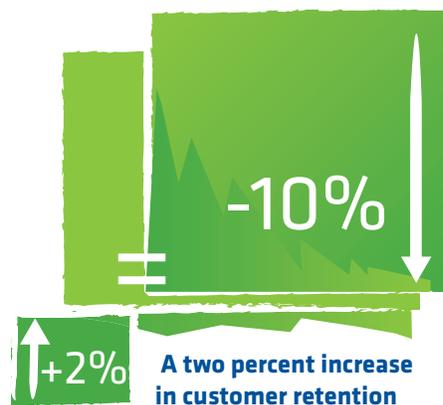
— VP, Contact Center Operations  
Leading Financial Services Company

## objectives

The financial institution needed to update their infrastructure for streamlined management; they needed failover capability and disaster recovery plans; they wanted to save costs through improved efficiency of maintenance; and they needed to implement effective self-service that would help reduce costs but maintain high service standards. In order to respond better to changes in calling patterns and to identify service problems faster, the company also needed to develop the technical capabilities and organizational structure necessary for robust reporting and analytics. The company’s management was most interested in achieving the highest industry rankings for customer service.

## solution

The financial institution hired Nuance Business Consulting to develop an integrated architecture from the previously siloed systems. Nuance analyzed all areas of the call center including CTI, agent desktop, workforce management, agent skill sets and routing. Nuance recommended a suite of self-service applications that addressed policy-holders' most common requests. The self-service recommendations also included ways to encourage field agents to use more automation and techniques for providing information and status proactively so that callers don't have to contact the company as often. Nuance designed the organizational structure for continued monitoring and improvement and specified the necessary reporting and analytics technologies to support it. For all recommendations, Nuance provided best practices and a prioritized execution plan. To help ensure that the company stays competitive in the industry, Nuance conducted an extensive, customized benchmarking study comparing the company's performance and capabilities to leaders in the industry.



has the same effect on profits  
as cutting costs by 10 percent.

Source: Business Gain from How You Retain,  
CMO Council with CSC, IBM and  
Dun & Bradstreet, April 2008

## results

The financial institution has used the recommendations and is planning to kick off the call center upgrade project. The industry benchmarking analysis ensured them that the recommendations would bring them to competitive parity across all call center capabilities and place them in a leadership position in many areas. Nuance is currently developing applications on a new IVR platform in the recommended architecture. Phase Two of the solution, including additional self-service and CTI/reporting capabilities, is currently in planning stages. The financial institution expects to see decreased maintenance costs as well as improved self-service rates and strong customer satisfaction.

## about Nuance Business Consulting Services

Enterprises engage Nuance Business Consulting as a trusted advisor to help create actionable roadmaps for implementing contact center solutions that reduce costs, improve customer satisfaction, and drive revenue. Consultants utilize 20 years of vertical-specific, practical experience from a vendor and technology agnostic viewpoint to ensure their strategies will optimize customer care efficiency. For more information about Nuance Business Consulting, please visit [www.nuance.com/care/services](http://www.nuance.com/care/services).

Copyright © 2009, Nuance Communications, Inc. All right reserved. Nuance, the Nuance logo, The experience speaks for itself, AccuBurst, Dynamic Language Detection, Grammar Builder, It's Me, Listen & Learn, Say Anything, Speak As One, SpeechObjects, V-Builder, Nuance Verifier, Nuance Vocalizer, Nuance Voice Platform, Nuance Voice Web Server, V-Optimizer, and Voyager are trademarks and/or registered trademarks of Nuance Communications, Inc. and/or its affiliates in the United States and/or other countries. All other trademarks are the properties of their respective companies. WP 092109 NUCC348