

Case study

A global leading health insurance provider faced growing challenges in managing agent performance and compliance along with customer experience pressures from extended interaction times. Partnering with Acquire.AI, they embarked on a journey to transform their customer care team and empower their agents.

The Approach:

Seeking to improve efficiency and empower their agents, Acquire.AI set out to identify the areas for improvement and support the insurer to build their business case for transformation. Using Acquire.AI's proven framework for assessing and recommending opportunities for improvement, the client was able to build a prioritized roadmap of initiatives to deliver significant business benefits.

The Challenge:

- Identifying specific areas for improvement within the complex contact center ecosystem proved challenging.
- Navigating the vast landscape of potential AI solutions added to the complexity of finding the right fit for capability and budget.
- Creating a seamless implementation plan while minimizing disruption to ongoing operations presented a critical challenge.

Our Solution:

1. Deep Dive Diagnosis:

- Leveraged advanced analytics to assess call recordings, agent performance data, and real time process observation.
- In-depth interviews with leaders across the contact center, agents and industry experts that provided crucial insights into pain points and desired outcomes.
- Comprehensive process mapping revealed hidden inefficiencies, task redundancies, and opportunities for automation.

The areas identified as for improvement were:

- Manual contact center quality assurance (QA) processes were not able to handle enough volume to provide statistically significant insights that ensured compliance was being met on every interaction.
- New agent knowledge of the different products and customer coverage levels takes over 6 to 8 months to grasp with complete confidence, leading to longer call times when customers are put on hold to look information up.
- Agents were required to enter post-call notes into various systems as the insurer was amid a new CRM implementation, so agents were being required to source and populate information into multiple systems.

2. Be spoke & Agnostic Approach:

- Based on the comprehensive diagnosis, Acquire.AI designed a solution that targeting the identified issue areas.
- Leveraging their network of best-in-class AI providers to select the optimal solutions for automated QA and real time agent assistance.
- Emphasizing the continued importance of skilled human agents and their crucial role in delivering exceptional customer service.

3. Collaborative Implementation Roadmap:

- Collaboratively developed a comprehensive business case to seek investment to build the solution and the implementation roadmap outlining key milestones, timelines, and responsibilities.
- The solution was implemented in stages, minimizing disruption and ensuring a smooth transition.
- A comprehensive change management strategy was developed to address employee concerns and ensure buy-in from all stakeholders.

Identified benefits:



100% coverage of all interactions being assessed for compliance and customer sentiment automatically by the AI platform. This had the secondary benefit of allowing more time for the QA team to focus on insights to drive further continuous improvement initiatives.



67% reduction in average handle time for new agents with the AI-powered platform allowing them to resolve inquiries faster and more efficiently using real time knowledge assistance.



Overall, there is a 38% improvement across interactions with all agents benefiting from real time assistance by being able to navigate difficult situations with AI generated prompts by providing scripting recommendations to better manage customer objections.



Team leaders have access to real time coaching plans for agents based on the automated QA results that can be reinforced during their shift.

Learn how AI can transform your customer experience by empowering your agents. Contact us today to speak with one of the team.