

# Voice Recognition Solution Drives Improved Engagement

NLU application design reduces customer effort and increases effectiveness



## CHALLENGE

This global leader in eye care and eyewear constantly strives to deliver the benefits that customers appreciate most, while proactively looking for efficiencies that help keep premiums down. Driven to enhance experiences for both customers and providers, they selected Concentrix to complete an extensive discovery process across multiple lines of customer service interactions - the goal being to identify and recommend solutions to orchestrate the handling and routing of inbound calls.

The Concentrix team identified several opportunities to improve customer service, which led to the design of an integrated digital solution with the potential to improve performance and engagement as well as enterprise efficiencies.



## Driving Improved Engagement With Voice Recognition

### SOLUTION

Concentrix recommended that the client implement an integrated **Natural Language Understanding (NLU)** IVR self-service application using a statistical language model (SLM) to provide callers with a fully conversational experience. This functionality allowed callers to say what they want, in their own words, so that calls could be more consistently routed to the best channel and/or advisor to provide the right customer service response.

The team then integrated this innovative IVR design with another digital capability – Concentrix **XP Journey Orchestration**. Using this omnichannel technology, data was collected and linked across a customer's or provider's journey to create a better context of their intent and allow us to better understand their needs.

Through our solution, customers and providers were guided quickly to the resources that best served them, including the potential to direct them to specialized advisors or other self-service channels, enabling more personalized vision care for both groups.

**“Very impressive implementation and execution. The results we’re seeing are significant.” - CLIENT TESTIMONIAL**

### OUTCOMES



**74%**

containment rate (and rising), exceeding our outcome-based performance guarantee of 70%



**10%**

improvement in customer self-service rates



**10%**

reduced effort for customers and providers via greater efficiencies in authentication



**40%**

more efficient solution enabled investment in further customer care enhancements

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### EFFECTIVE

The Concentrix solution significantly improved the performance of the client's IVR application over the previous solution design, which required a higher level of customer effort. Project implementation included new user interface design, testing, deployment, and post-deployment adjustments to ensure a low effort, high-quality customer experience.

### INVESTMENT

An innovative agreement committed to specific levels of performance created an environment of continuous improvement, insights, and innovation for optimization.

These savings can be reapplied to further the client's mission, continuing to enhance the integrated solution with analytics and insights to create lower effort, higher resolution support for their vision care customers.



### ENGAGEMENT

The streamlined engagement with customers and providers made possible through NLU voice technology application promoted better ease of use with customers and providers. Authentication rates completed within the IVR increased by 10% since the new solution implementation, a reflection of the power of the conversational IVR experience, combined with our innovative solution design.

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