



## Speech Analytics

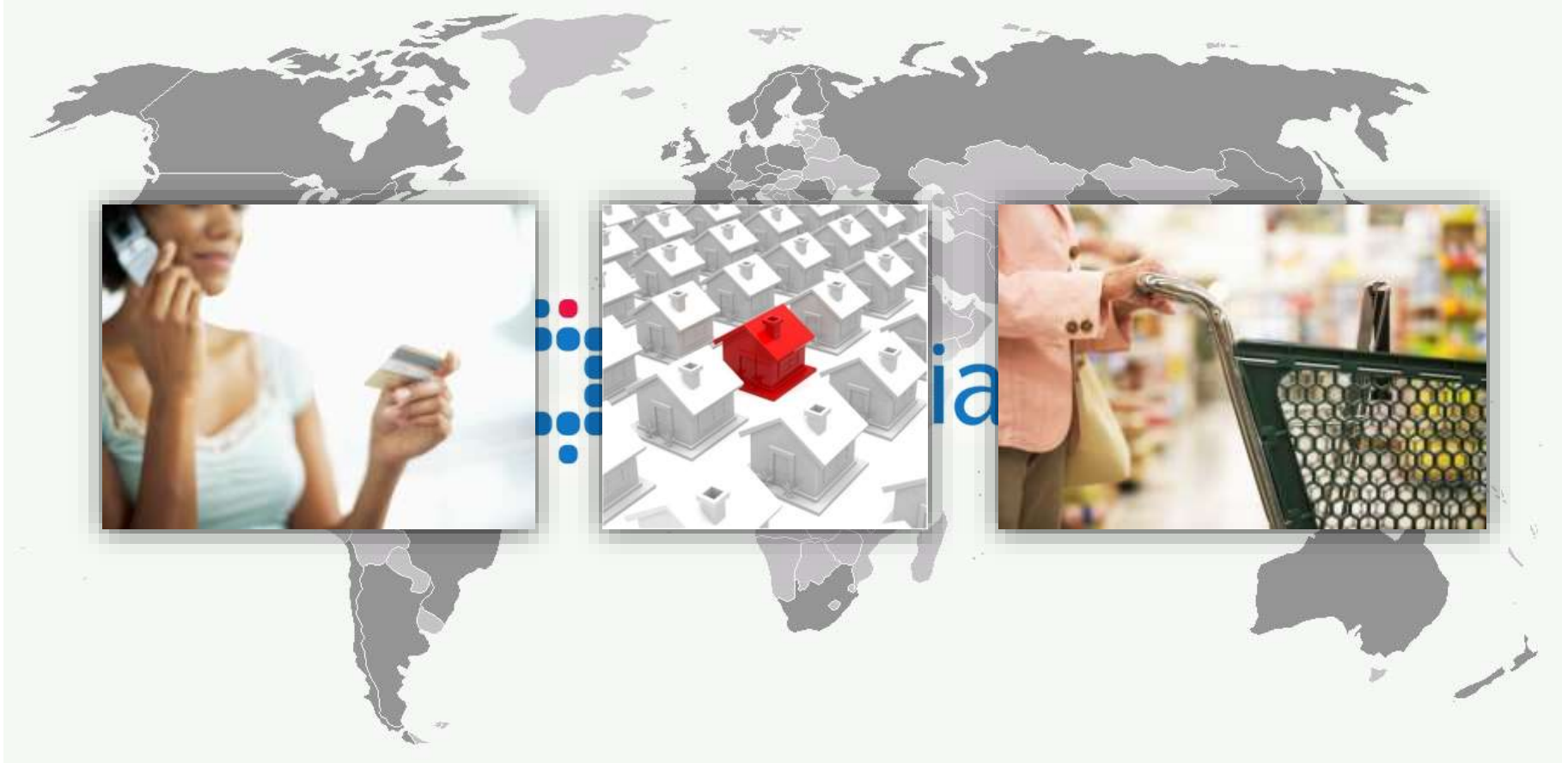
A tool to help drive our customer centric culture

Lee Hancock & Chris Barkataki



# Experian

The leading global information services company





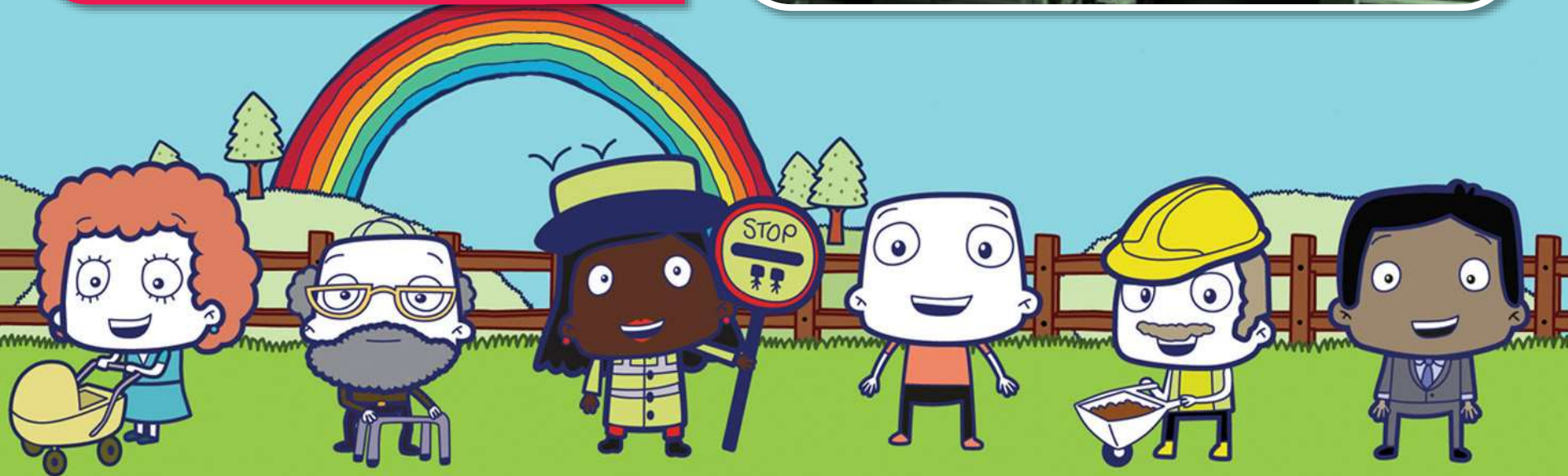
# Operations Background

## Created in 2011

Merging the operational functions for:

- **Consumer Services**
- **Credit Services**

**600**  
PEOPLE





# Speech Analytics

Why did we need it?



“We cannot solve our problems with the same thinking we used when we created them” – Albert Einstein



# How we built a Business Case for Speech Analytics

## The Potential Benefits

- **Cost reduction**
  - ▶ Process improvement
  - ▶ Quality assurance
  - ▶ Performance enhancement
- **Compliance and regulatory improvement**
- **Customer experience**
- **Customer insight**
- **Other opportunities** – e.g. WFP for forecasting, Marketing for customer responsiveness, Product for testing and learning



# Speech Analytics

## How have we got to where we are?

**SEP 2009**

**Proof of Concept**  
demonstrating depth  
of analysis available

**OCT 2010**

**Dedicate resource**  
to drive forwards  
speech analytics  
implementation


**AUG 2011**

**Key focus on**  
Sales & Retention  
area to better  
understand results

**JUN 2009**

**Process started**  
to look at options for  
acquiring speech  
analytics technology

**APR 2011**

**Launch Speech  
Analytics,**  
installed & fully  
operational  


**JUN 2011**

**Actionable Analytics**  
formed to share  
insight & analysis

**APR 2012**

**Started working**  
with product &  
marketing teams



**Demonstrating  
a measurable  
return through  
efficiency &  
revenue  
opportunities**

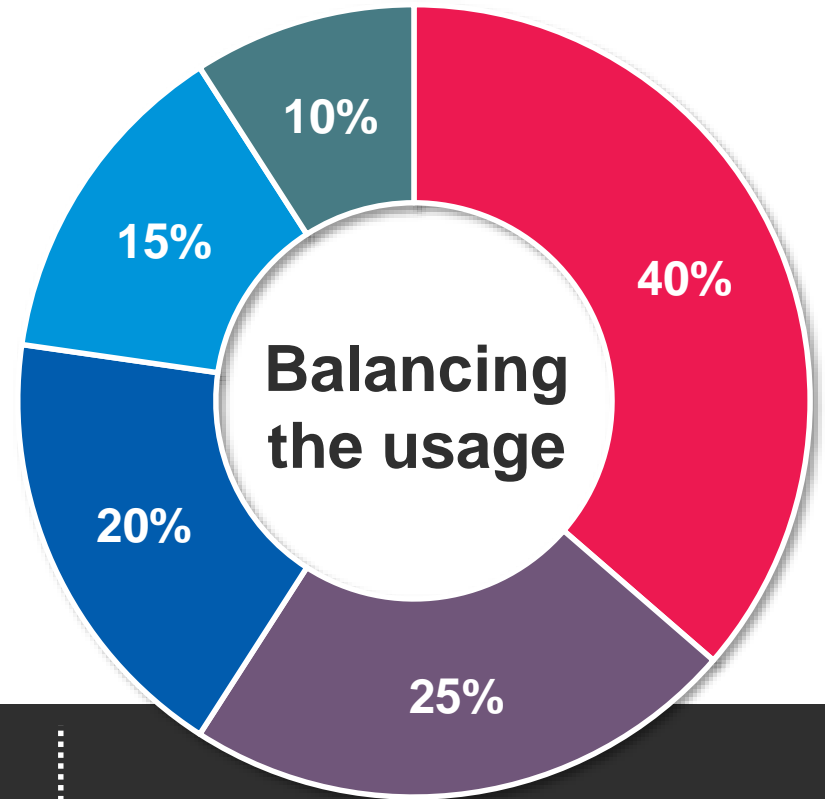
changing objectives

**Embedding  
analytics into  
our culture &  
viewed as a  
business  
necessary tool**



# Speech Analytics

How have we implemented it?



- 'Tool' to drive culture not 'Team'
- Use within existing resource
- Drive own agenda

■ Compliance  
■ Ad-hoc  
■ Other Initiatives

■ Projects  
■ Reporting



# Gaining buy-in

How did we ensure colleague engagement?



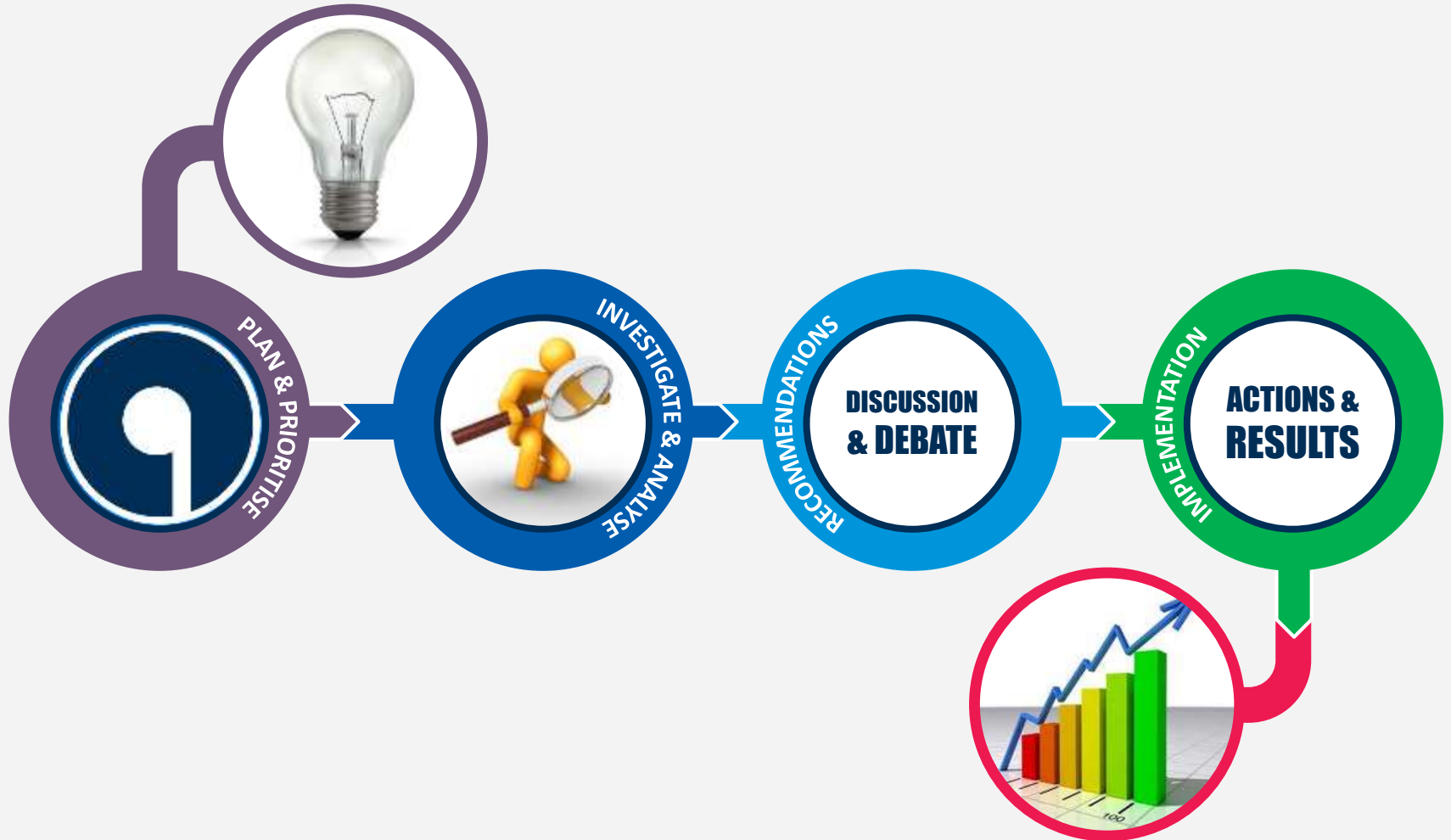
**Test, learn & communicate**





# Continue to Evaluate Success

## Actionable Analytics Forum





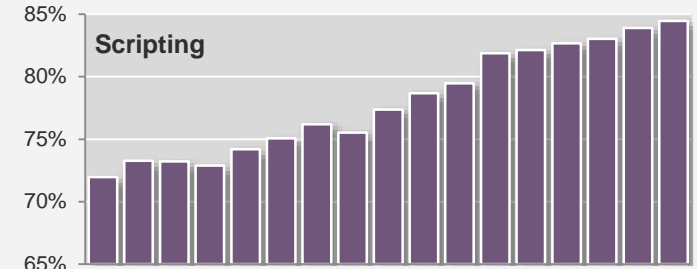
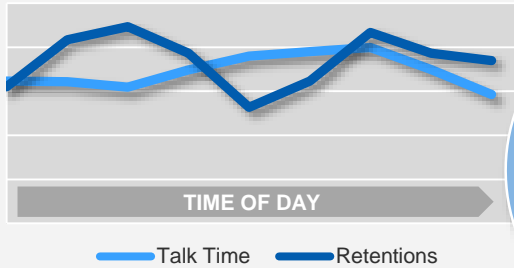
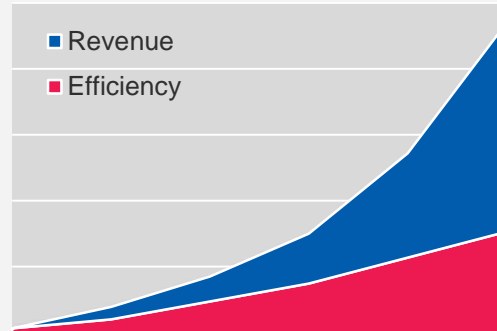
# How has it helped?

What we've achieved and how...

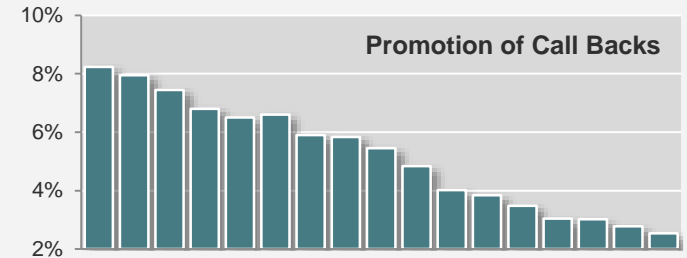
# 9

## Times Return on Investment

currently split evenly between revenue gains & efficiency savings, although revenue continuing to rise..



# 20%

 More likely to convert to loyal customer when full scripting used

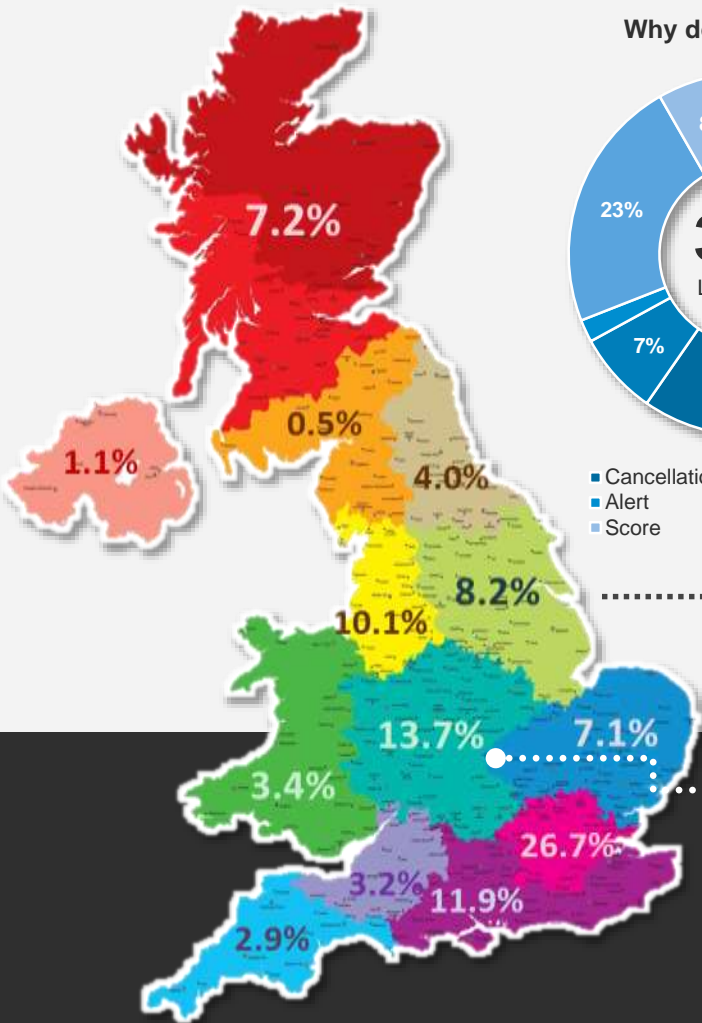
- Identifying wasteful contacts
- Mapping the optimum 'DNA' of a call
- Understanding where & when we can improve...

- Better understanding of what's said on the call
- How this impacts on customer behaviour

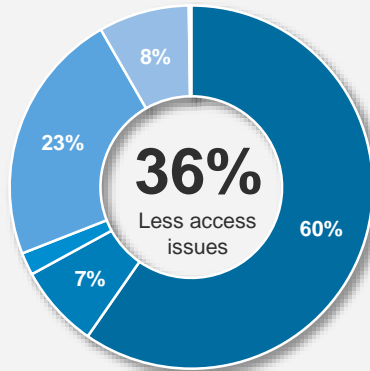


# Example - Student Proposition, building the case

## What do we already know?

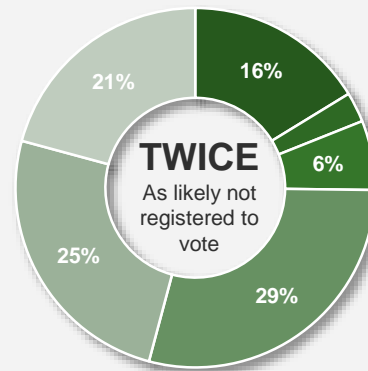


### Why do they contact?



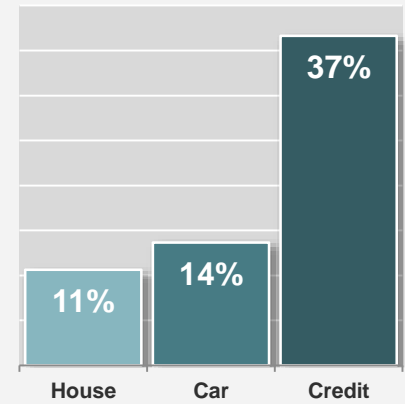
- Cancellation
- Access
- Alert
- Report
- Score
- Stat Report

### What data impacts?



- Electoral Roll
- Associations
- Public Record
- Credit Accounts
- Previous Searches
- Linked Addresses

### What do they want?



**60%** more likely to remain a customer after calling to cancel

● 9% more likely to reside in the Midlands

8% less likely to reside in the North

3% more likely to reside in the South

**180 seconds**  
Average increase in call length



# Student Proposition

## Where are the opportunities?

**NEW STUDENT**

*“ She’s not going to have a good credit rating as she’s never had any credit... ”*

**34.6%**

**AT UNIVERSITY**

0.0%

**GRADUATE**

*“ ...I’ve been skint since I left uni, I’m just a graduate but I’m back into full time work now... ”*

**33.2%**

**FORMER STUDENT**

*“ 60-70% of that stuff that is on there is from when I was in my early 20’s after I had just come out of uni... ”*

**26.3%**

.....● 60% rely on parent to contact

No contact but the time when actions have the biggest consequences ●.....

.....● Majority struggling with shift in circumstance

75% want advice on how to improve things with a view to big purchases ●.....



# The future of Speech Analytics

Where to next?

