

Verint Solutions in Action



ULTRA INTELLIGENT RECORDING

"Of all the solutions we evaluated, ULTRA demonstrated superior flexibility and reliability and best addressed our business requirements. That, combined with the integration expertise of Dimension Data, a Verint partner in this region, led us to the decision to deploy ULTRA."

Matthew Wood
Contact Centre Quality Analyst
AXA Australia

The Company

AXA Australia, headquartered in Melbourne, is a member of the global AXA group, a worldwide leader in financial protection and wealth management. AXA Asia Pacific Holdings Limited (ASX: AXA) was ranked #31 of the top 2000 companies in Australia by IBISWorld.

Operational Overview

AXA Australia operates two contact centres: a Melbourne contact centre staffed by 60 Customer Service Consultants ("Consultants") and a Brisbane contact centre staffed by 30 Consultants. The contact centres handle primarily inbound calls from field advisers and end customers, related to sales and service of the company's products. Additionally, the company's Retention Call Centre team contacts clients who have indicated that they plan to close their AXA accounts.

Strategic Challenge

Enhance contact centre performance within the scope of a 3-year strategic initiative to increase revenue through sales and retention, reduce costs, improve service to AXA's field advisers, and increase staff satisfaction.

The Solution

ULTRA™, Verint's Contact Centre Actionable Intelligence Solution

The Bottom Line

In just seven months, AXA Australia has further improved its process efficiencies, enhanced compliance with regulatory requirements, and noted a significant increase in its Consultants' quality scores. AXA has also been recognized for continued improvement of the customer experience, with the Company moving into the top quartile of the Weightless World Survey, a report designed in part to test the quality of call centre interactions against industry standards.

Align contact centre performance with company goals. Before ULTRA, calls were assessed using a variety of forms and scoring systems. Using ULTRA, AXA has redesigned and standardized its quality evaluation forms and scoring methodology to align contact centre performance with company goals.

Set performance and evaluation standards. Prior to ULTRA, AXA did not record its contact centre interactions. Group trending, benchmarks, standards for evaluation, and methods of comparison could not be established to support performance standards. Today, AXA has established an accreditation program to ensure that call evaluators are fully trained on internal quality guidelines and skilled in call evaluation.

- ✓ Increased number of calls evaluated by almost 700%
- ✓ Standardized evaluations and scoring company wide
- ✓ Instituted evaluation accreditation program to ensure consistency and high standards
- ✓ Established performance targets
- ✓ Launched monthly coaching sessions
- ✓ Compiles weekly quality results across product lines
- ✓ Quality scores rose from average 84.8% to 87.8% in 7 months

VERINT
POWERING ACTIONABLE INTELLIGENCE™

With recordings and reports available (via ULTRA IntelliPortal) throughout the functional unit, AXA has been able to expand its evaluation team of 6 team managers to 21 accredited listeners, including all managers, a quality analyst, technical support officers, trainers and senior consultants. Additionally, AXA ensures consistency in the AQL evaluations by running a standard deviation over evaluations and comparing it to the group's monthly average score.

A representative sample of calls. Today, managers evaluate 20 calls per Consultant per month, up from an average of just three calls per Consultant per month and well above the industry average of five.

Coaching for continuous improvement. Since AXA did not record its contact centre interactions prior to ULTRA, training calls and evaluated calls with scoring were not available to Consultants to reinforce performance goals. Today, AXA incorporates call recordings in its Service Excellence training for new hires and has instituted "rostered" monthly coaching sessions for all Consultants.

Actionable intelligence for process improvement. In late September 2003, AXA Australia launched a program to establish Customer Service Centre standards for complaint handling. Using ULTRA, the AXA team located and assessed complaint calls received over a one-month period to determine best practices in complaint handling. AXA redesigned the complaint handling process based on these findings and launched the new standards in February 2004. Three months later, the company was already experiencing a significant reduction in repeat complaints.

Additionally, AXA uses data that it obtains via ULTRA Customer Xperience Management™ to prepare quarterly systemic Call Driver Reports, which highlight seasonal call trends across the Company's product lines. AXA uses the report's findings to pinpoint the training requirements of aligned field advisers and to better understand the calling habits of customers.

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Verint. Powering Actionable Intelligence.

Verint Systems (NASDAQ: VRNT) is a leading global provider of analytic software-based solutions for communications interception, networked video, and business intelligence. Verint solutions transform voice, video, and text into **actionable intelligence** — timely, mission-critical insights for achieving strategic goals.

Verint's Contact Center Actionable Intelligence Solutions address critical aspects of business performance, from optimizing workforce quality to managing risk and compliance, with award-winning analytics for developing more effective and profitable customer strategies. Verint helps transform the contact center into a strategic business asset and empowers the enterprise to enhance the performance of every department that touches its customers.

Headquartered in Melville, New York, Verint is powered by 1000 dedicated professionals in offices across the globe, a worldwide Customer Care network, and Verint Value Plus partnerships with leading solution providers and systems integrators.

Today, more than 1000 companies in over 50 countries use Verint's actionable intelligence solutions to increase customer loyalty, improve operational efficiency, enhance security, and fuel profitability.

