

Creating a Custom COVID-19 dashboard to understand Customer Behavior & Associate Responses

CASE STUDY



The Situation

- Client is a leading mortgage servicer and handles 300k monthly customer interactions
- With changing government norms, company policies and associates working from home, the client wanted to track all COVID-19 related interactions, check if associates were setting the right expectations basis the changing norms and policies
- Firstsource leveraged FCI Speech Analytics & developed custom near real time reporting dashboards to help the client mitigate risks and monitor COVID-19 conversations

FCI Speech Analytics Methodology used to provide Insights on Voice of Customer & Associate Performance

VOC INSIGHTS

- 15% contact center interactions were COVID related, with 8% customers requesting for payment assistance
- 3% customers were worried about making payments
- Repeat callers & reasons identified

MONITOR RESPONSES

- 7% accounts where forbearance guidelines weren't completely discussed
- Identified 12% accounts incorrect tagged for COVID-19

DYNAMIC INSIGHTS

- Keeping pace with the changing Government Norms (CARES ACT - COVID-19 National Emergency)
- Capture Customers Responses & Reactions

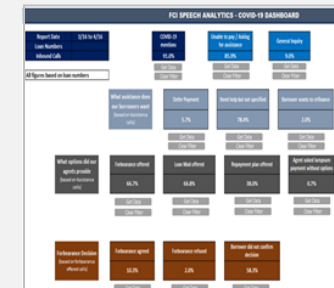
TOOLS



METHODS



Associate Performance Dashboard



Customer Experience Dashboard



Daily Checks

Results

- Mechanism created to track guidelines shared with customers and correct account tags
- Focused coaching on adherence of Forbearance T&C's and associate behaviours enabled