QUANTUM

interaction sciences

Delivering business value, by mining interactions,
using Ai, NLP and machine learning

GEN
analytics & artificial intelligence

Genii Ai, is a SaaS development company

Genii Ai, provides artificial intelligence (AI) and machine learning solutions to Top 500 companies in the Financial Services, Telco, Healthcare, Insurance, Automotive and Retail sectors.

Genii Ai started 5 years ago to R&D and develop Innovation and Analytics platforms to

improve *service*, *sales*, *collections* *and* *retentions* for B2C companies.

During this process Genii developed the first Ai Prediction models to provide future customer behavioural prediction models that could integrate to digital RPA platforms and chatbot platforms.

Genii leverage NLP, Text Analytics and machine learning on platforms such as Google, AWS and Azure for the prediction models.

Genii provides business wide analytics through its Quantum analytical QA modules as well as through its Interaction Analytics Insights
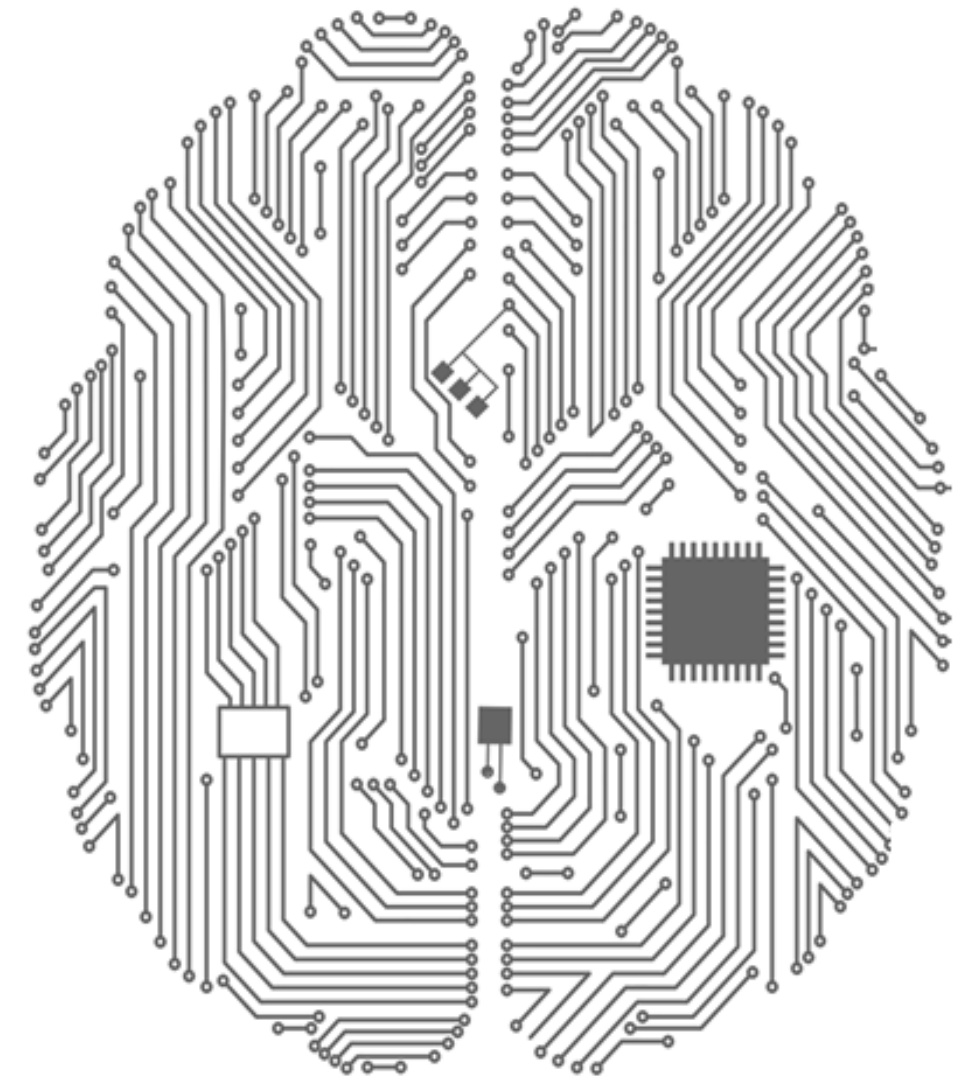
Mining the Interaction to derive insights that will **improve the business**

Improve (CX)	Improve Collections
Improve Sales	Reduce Operational Costs
Retain Customers	Risk & Compliance

Real Benefits to clients – Real Case Studies

Fact Sheet

We have assisted companies to achieve the following benefits…

Customer Service (CX)
- Improve CSAT by 200% and NPS by 30 points
- Improve FCR (First Call Resolution) by 50%
- Reduce contacts (First call & Repeats) by 20-30%
- Reduce unnecessary transfers by 30%
- Improve WFM and agent utilisation by 10%

Collections
- Improve Promise to Pay by 30%
- Improve collections on P2P by 30% (Root causes)
- Identify reasons for default & reasons for not paying after P2P

Sales
- Improve conversion by 230%
- Improve NTU by 5%
- Improve CSAT on the sales process by 30%
- Root Cause analysis for Compliance Risk

Operational Effectiveness & Costs
- Improve training investment & costs by 50%
- Improve training effectiveness
- Reduce effort and agent time off calls for training
- Improve "time-to-quality" (Service, Sales & Early Collections

Customer Retentions
- Improve Customer retention by at least 5%
- Improve customer loyalty by at least 15%
- Identify reasons for customers leaving

Agent Effectiveness & Quality
- Improve QA accuracy & efficiency by 50%
- Improve overall agent effectiveness by average 30%
- Improve Overall Improve agent compliance & mitigate risk

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Quantum Range of Products

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Innovation | Automation
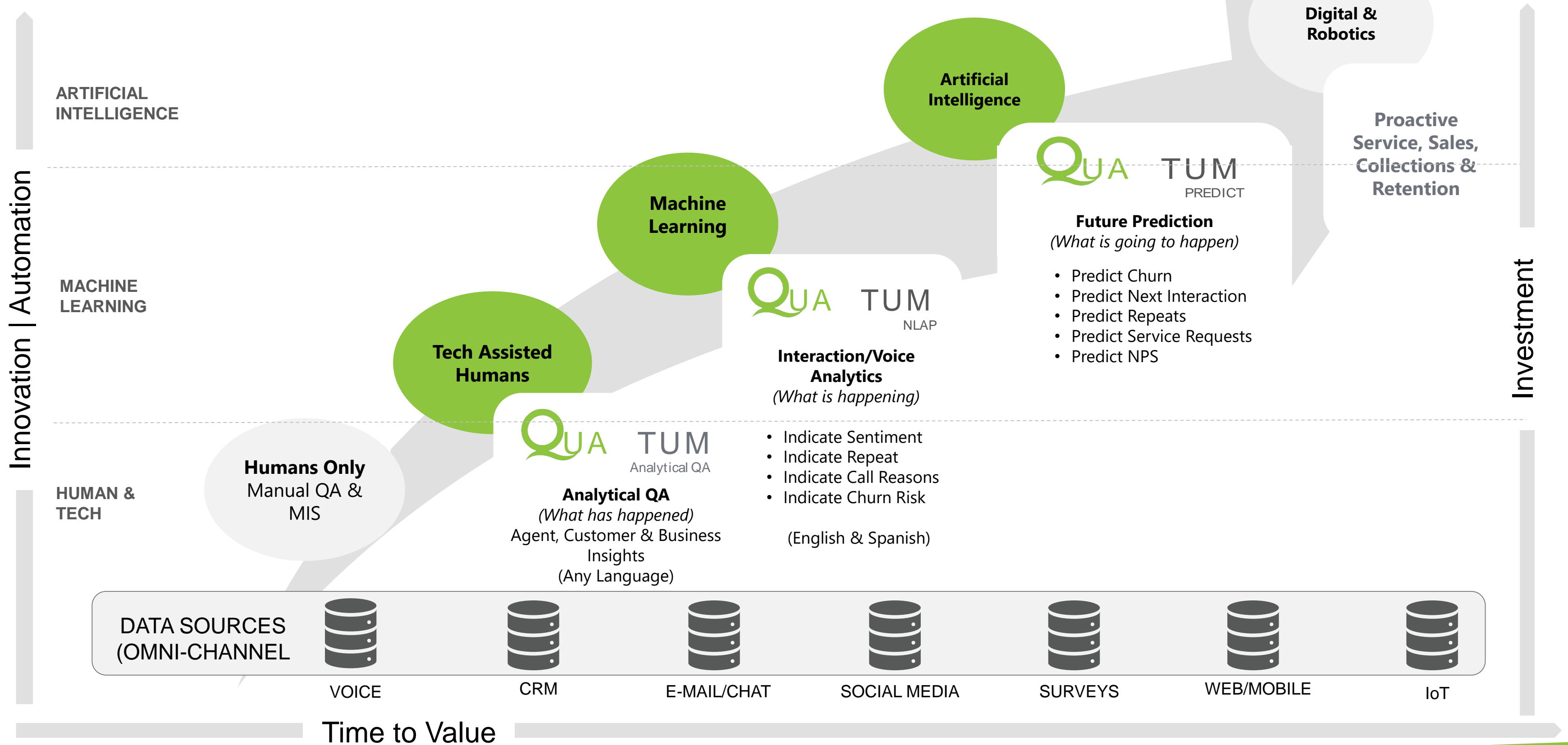
ARTIFICIAL
INTELLIGENCE

MACHINE
LEARNING

HUMAN &
TECH

**Digital &
Robotics**

**Artificial
Intelligence**

**Machine
Learning**

**Tech Assisted
Humans**

Humans Only
Manual QA &
MIS

QUA TUM
Analytical QA

Analytical QA
(What has happened)
Agent, Customer & Business
Insights
(Any Language)

QUA TUM
NLAP

**Interaction/Voice
Analytics**
(What is happening)

- Indicate Sentiment
- Indicate Repeat
- Indicate Call Reasons
- Indicate Churn Risk

(English & Spanish)

QUA TUM
PREDICT

Future Prediction
(What is going to happen)

- Predict Churn
- Predict Next Interaction
- Predict Repeats
- Predict Service Requests
- Predict NPS

**Proactive
Service, Sales,
Collections &
Retention**

Investment

DATA SOURCES
(OMNI-CHANNEL

VOICE   CRM   E-MAIL/CHAT   SOCIAL MEDIA   SURVEYS   WEB/MOBILE   IoT

Time to Value

QUANTUM

QUANTUM
analytical QA

Tech assisted Analytical QA

- Agent, Customer, Business & Brand Insights

- ANY language (English & Vernacular)

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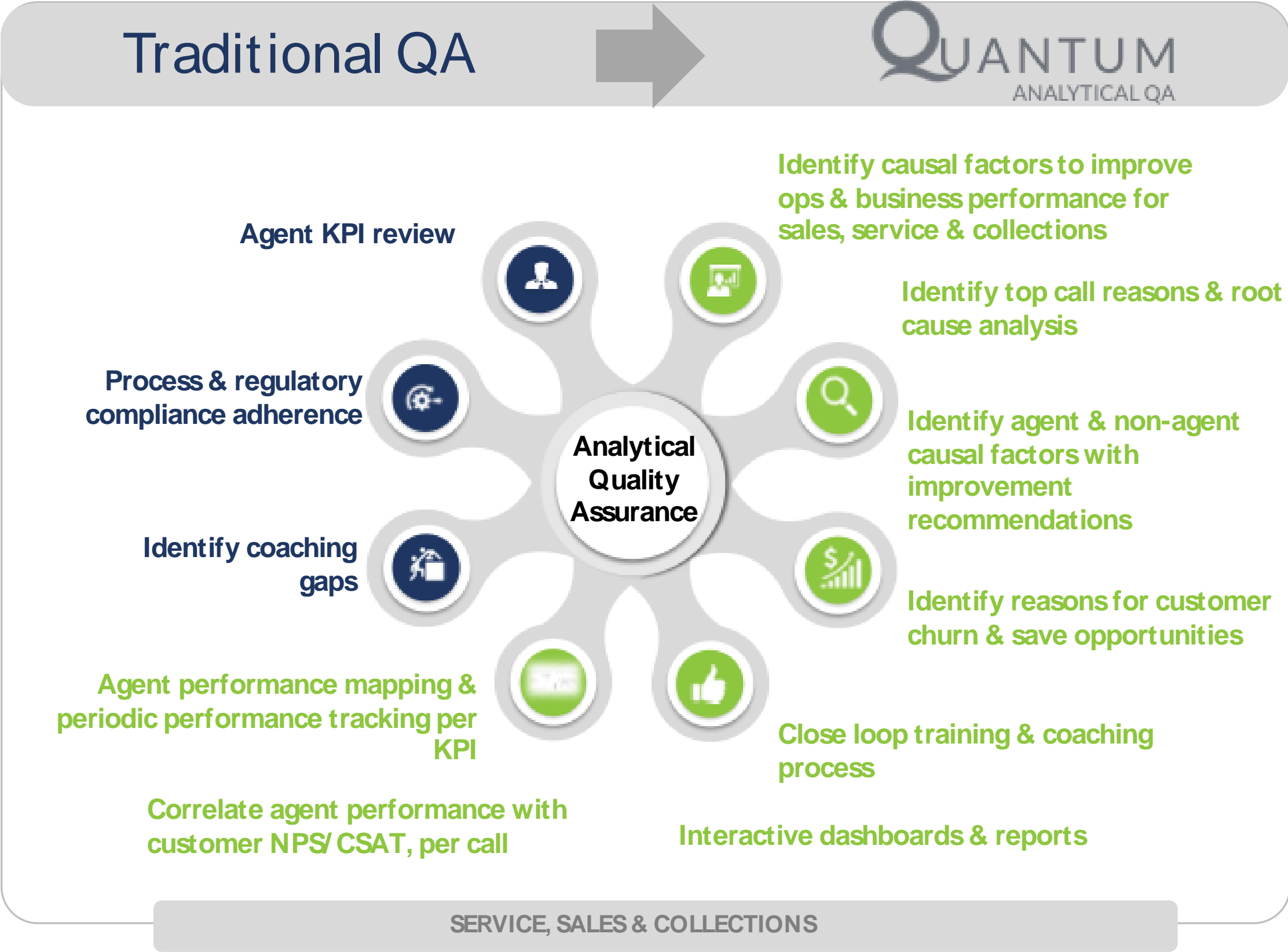## Mining the Interaction to derive insights that will **improve operational KPI's**

Tech Assisted Humans

QUA TUM
Analytical QA

Analytical QA
(What has happened)
Agent, Customer & Business Insights
(Any Language)

Improve FCR

Improve Sales Conversion & NTU

Improve Collections against Promises to Pay

Improve AHT

Improve Operational Efficiencies

Reduce 1st & Repeat Calls

Improve Agent Performance

Retain Customers

Improve Compliance Verification

Reduce Human & Operational Costs

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Traditional QA → QUANTUM ANALYTICAL QA

Agent KPI review

Process & regulatory compliance adherence

Identify coaching gaps

Agent performance mapping & periodic performance tracking per KPI

Correlate agent performance with customer NPS/CSAT, per call

Analytical Quality Assurance

Identify causal factors to improve ops & business performance for sales, service & collections

Identify top call reasons & root cause analysis

Identify agent & non-agent causal factors with improvement recommendations

Identify reasons for customer churn & save opportunities

Close loop training & coaching process

Interactive dashboards & reports

SERVICE, SALES & COLLECTIONS

- *improve* **service(CX)**, **sales,** *collections* **and retentions**

- We transform the current QA function into an Insights Hub…

- We provide you with analytics to improve Agents, Operations, Business and Brand

- We do all this while leveraging current costs & budgets

QUANTUM

Quantum Analytical QA Suite

QA plus

QA agent insights

QA business insights

QA Plus provides a Cloud based **QA platform** with interactive visualisation & reporting
- Agent scores
- Identify training/coaching gaps
- Automated pdf reporting for agents and supervisors
- Close loop QA and training management

Deeper **Agent Insights.**
- Top call drivers
- Drill down causal factors for Agent performance and effectiveness
- More detailed reports
- Agent coaching & training reports, process & feedback
- Agent performance tracking
- Provides Customer Satisfaction indicators, per agent
- Provides Causal Factors for Customer Dissatisfaction, per agent
- Correlate CSAT with Agent performance
- Provide agent scores for compliance
- Provides causal factors for non-compliance

Deeper **Business & Customer Insights.**
- Top call drivers
- Business/Brand KPI's
- Drill down causal factors for Business/Brand performance and effectiveness
- More detailed reports
- Provides Customer Satisfaction indicators
- Provides Business/Brand causal factors for customer dissatisfaction
- Correlate CSAT with business/brand performance
- Provides business/brand compliance risks
- Provides causal factors for compliance failures

Omni-Channel Interaction Sciences

Quantum is an Omni-Channel Interaction analytics platform that mines ANY interaction, human or machine.

The Interaction Channels

- Voice
- Chat
- Web
- e-Mail
- Social media
- Customer Feedback
- IVR

Platforms

- Human to Human (Voice & Chat)
- Human to Device (Voice, Chat & Web)
- Device to Device (IoT)

Technology or Managed Services?

Different offerings to suit your strategy

Managed Services

Just provide calls. Outsource your QA and Insights Hub.
Interactive dashboards provided via web application

Tech & Consulting Services

Acquire licenses and contract our team of Subject Matter Experts to
assist you with operational change management expertise

Tech Only

Acquire licenses only. Cloud-based technology solution for rapid
deployment and configuration

CASE STUDY - SALES & COMPLIANCE
Genii Quantum Quality Assurance

Large Insurance Company

Problem	Company wanted to focus on increasing sales conversion, while improving regulatory compliance, per agent
Solution	The company implemented the Genii Quantum Quality Assurance solution to analytically evaluate sales calls and other activities within the sale process, per agent to highlight improvement opportunities and training to increase sales
Result	**14 %** uplift on Sales conversions within 2 months of implementation Overall Improvement of on average **50%** in Agent Pass Rate for Critical Elements for regulatory compliance

Sales conversion rate Improvement

SALES CONVERSION RATE

25%
20%
15%
10%
5%
0%

Oct 17   Nov 17   Dec 17   Jan 18   Feb 18   Mar 18
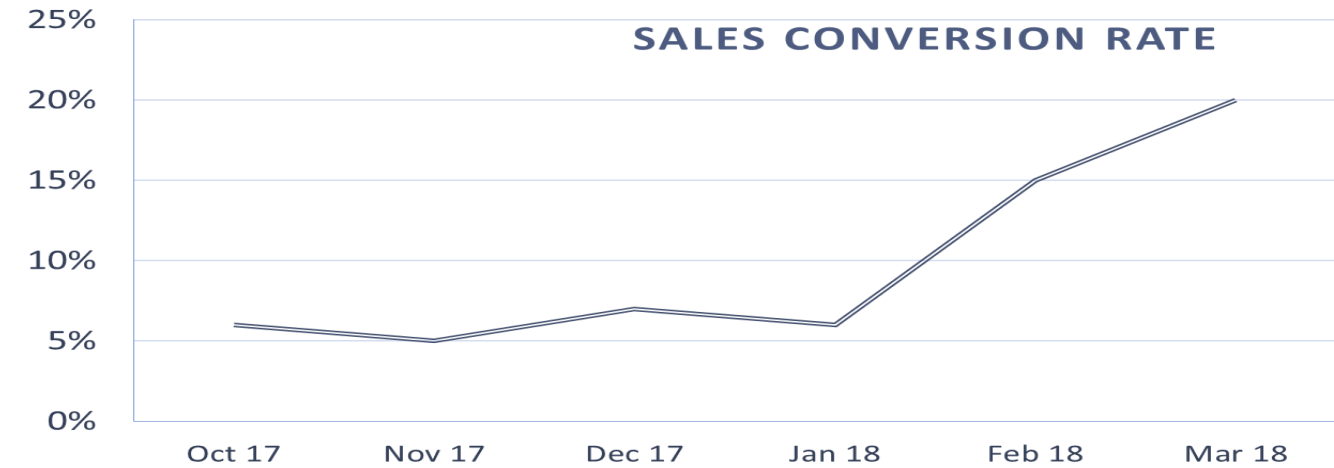
Critical Failure Improvement directly impacting compliance risks

Pass Rate Trend

50%
39%
33%
29%
0%

4-18   5-18   6-18   7-18   8-18
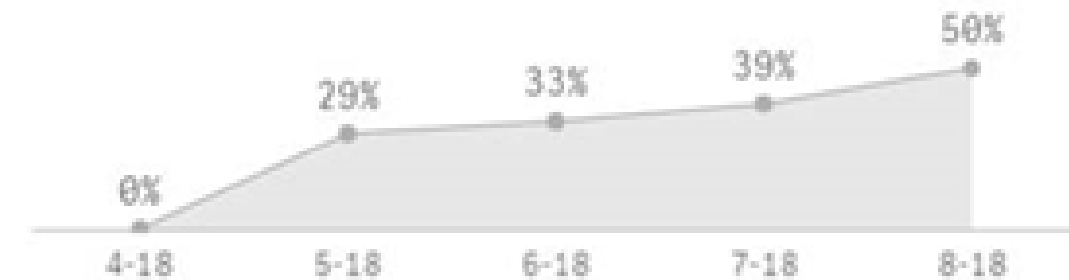
"To be able to improve sales conversion so quickly and to continue to increase it month on month makes this solution a no brainer" – Head of Sales Centre

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CASE STUDY - NPS & INDUSTRY BENCHMARK
Genii Quantum Quality Assurance

Large Insurance Company

Problem

Company was lagging in the bottom 2 insurance companies in the industry benchmark report for Customer Satisfaction / CX/NPS
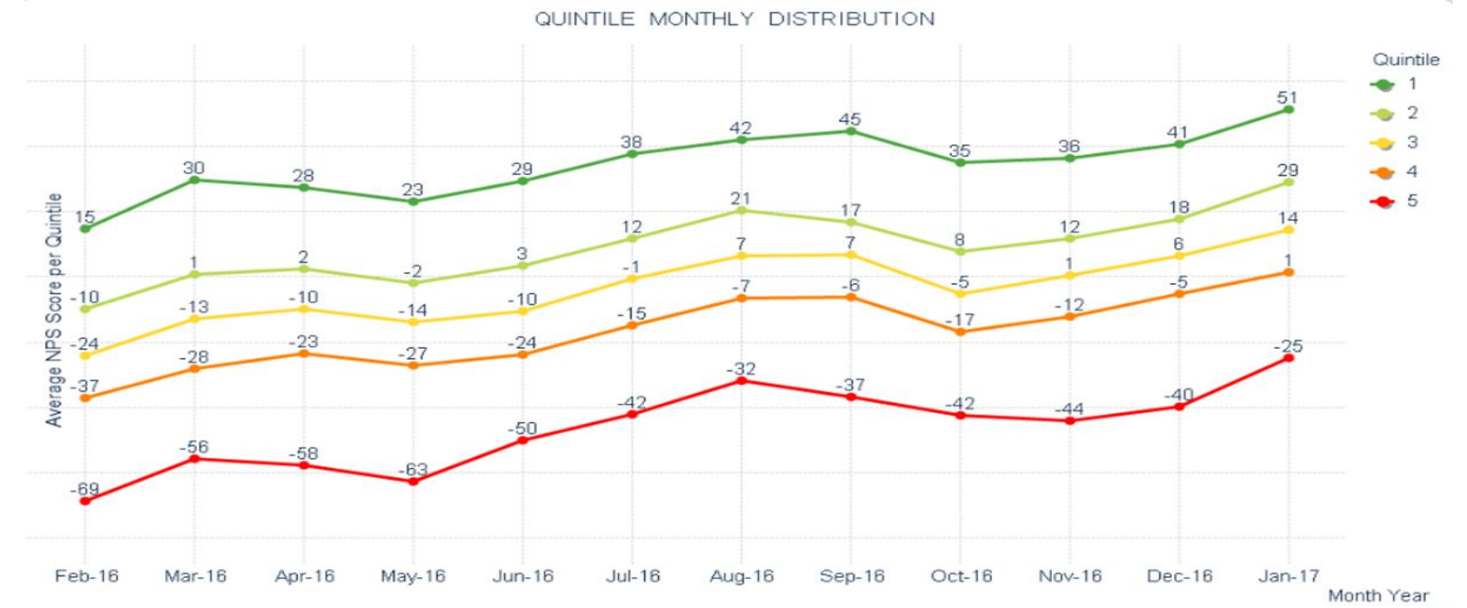
Solution

The company implemented the Genii Quantum Quality Assurance solution to generate customer experience insights that were used by the different operating functions to improve service, sales, supply chain and operations

Result

- Increased NPS/CSAT by 262%
- Decrease in existing cancellations by 15%
- Decrease in new client cancellations by 30% and decrease in retention complaints by 82%

NPS score
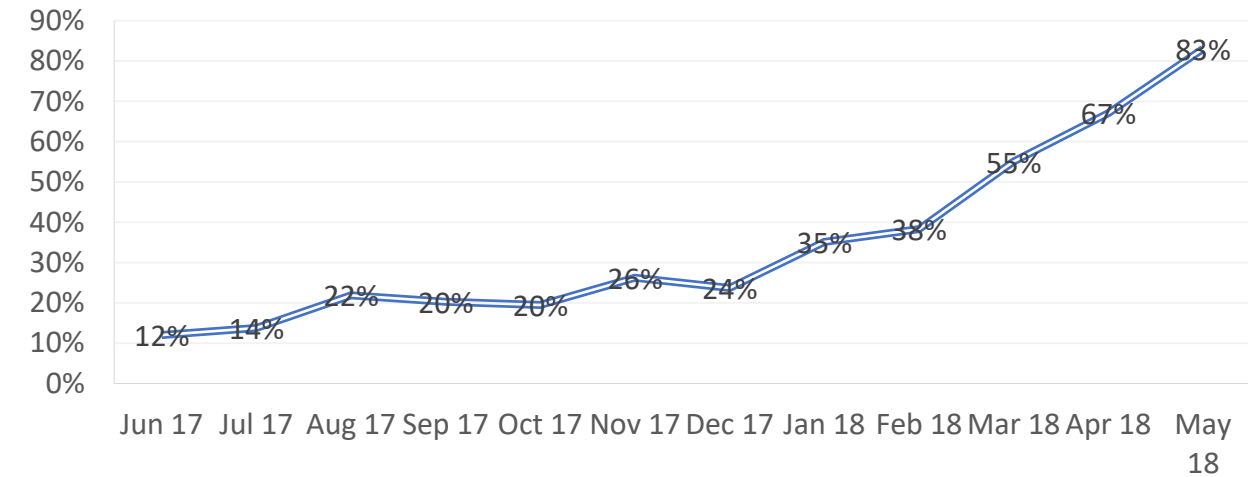
Industry HPI Improvement
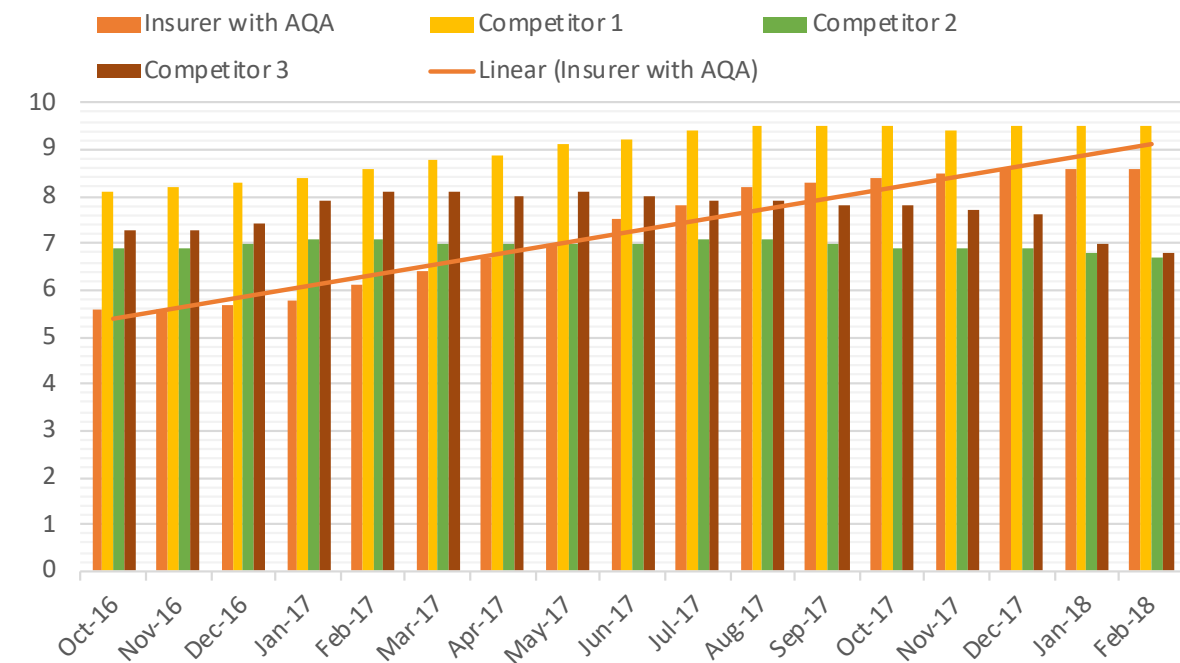
"We have had multiple and various successes with the implementation of Quantum. We have recently enabled Quantum on Sales and can already see a vast improvement in sales conversion rates" - Customer Service Director

CASE STUDY – tNPS & AGENT PERFORMANCE
Genii Quantum - Analytical Quality Assurance

Large Insurance Company

Problem

Company was suffering low customer satisfaction (tNPS) scores, despite high agent QA scores. It needed root cause analysis for service improvements.

Solution

The company implemented the Genii Quantum Quality Assurance solution to generate customer experience insights that were used by the different operating functions to improve service, sales, supply chain and operation. Agent performance was correlated to transactional NPS

Result

- Improvement of over **37** points in Nett Promoter Score (NPS)

- Overall improvement in Customer Satisfaction of **43**%

TNPS Score
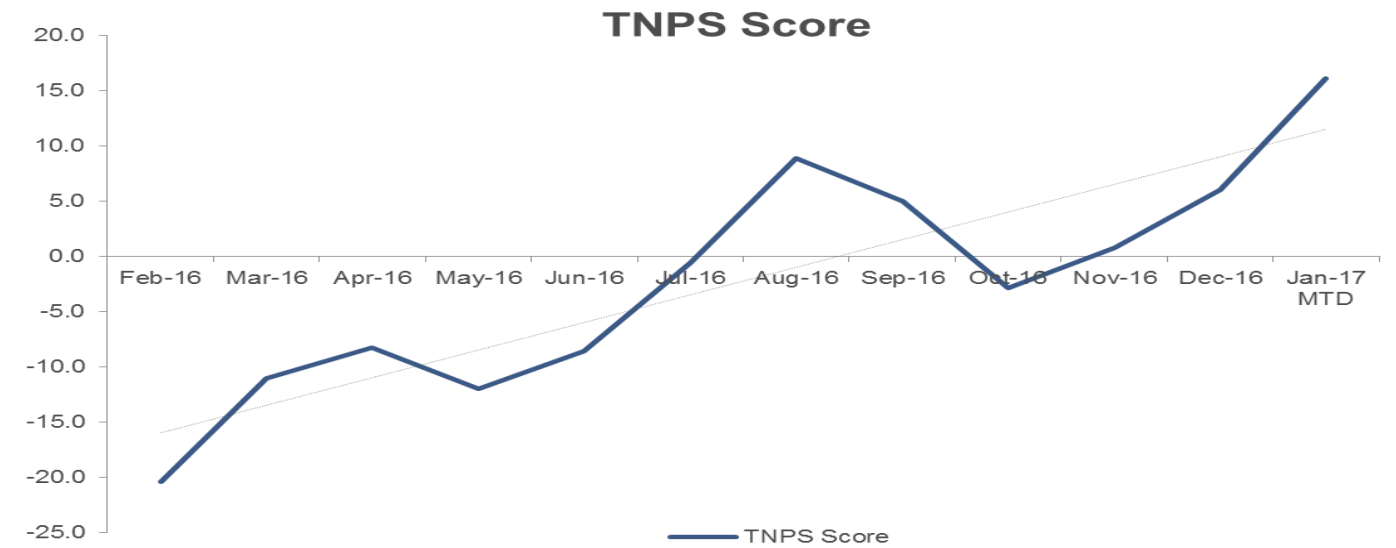
Voice of the Customer analysis (By agent)

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CASE STUDY – FCR , NPS & REPEATS
Genii Quantum Quality Assurance

Large Telco Provider – UK
20 million subscribers

Problem

Company was suffering high call volumes and looking to improve First Call Resolution (FCR) and reduce number of repeat calls into the centre.

Solution

The company implemented the Genii Quantum Quality Assurance solution to generate customer experience insights that were used by the different operating functions over a 12 month period and resulted in a Net Saving of GBP8.1M over 3 years with an ROI of 330%

Result

- Improvement of 35 points on FCR

- Improvement of 15 points on Repeats

- All Quintile agent population improved (From Top to Bottom performers)

FCR & TNPS Improvement
NPS vs FCR
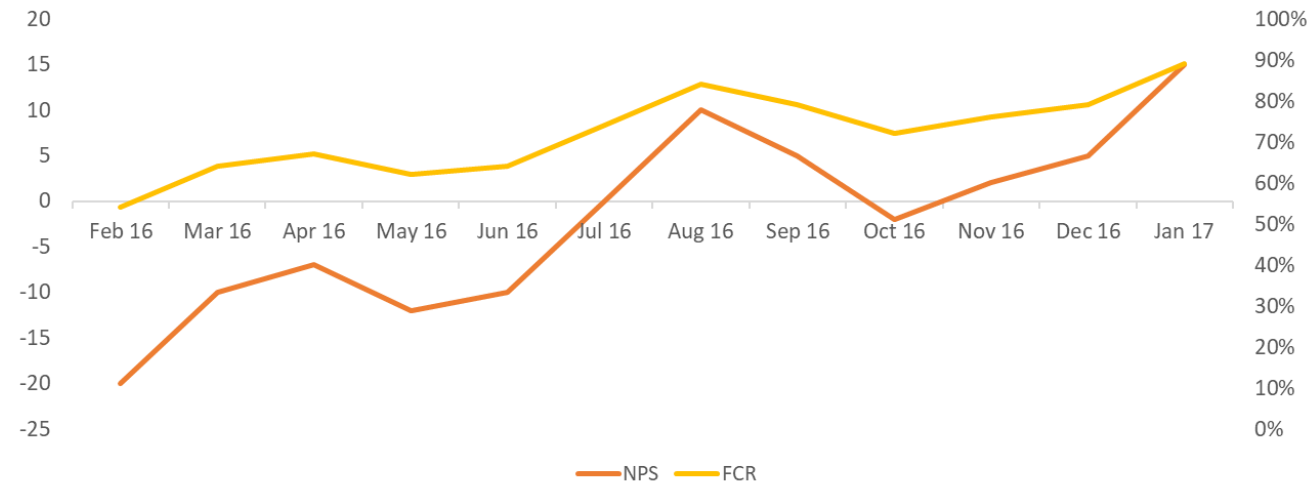
Decrease in Repeats
Repeats
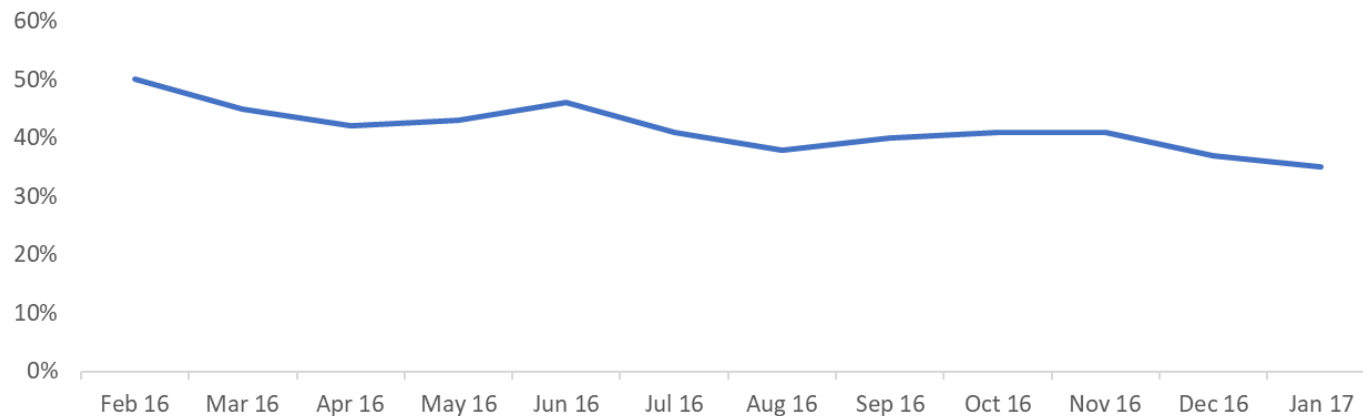
"We were so pleased with our results and look forward to focusing on other areas Quantum identified to further improve our bottom line, and ultimately – our customer service" – Head of OPS

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QUANTUM
NLAP

Leveraging NLP & Machine Learning to analyze interactions

English & Spanish Only

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Post-Contact Indicators

Quantum NLAP uses Natural Language Processing (NLP) to automate the analysis of large volumes of calls in order to analyse and find post call key indicators. Currently for English and Spanish only. Quantum can use the "voice-to-text" transcription from a number of 3rd party platforms i.e. Google, AWS; GIA; Nexidia; Nuance; Voicebase.

The following key indicators can be identified:

Customer Analytics (Who, Why & When)

Sentiment Analysis

Voice of the Customer/CSAT Analysis

Process & Agent Quality Monitoring

Root Cause Analysis

Contact Reasons

Contact Resolution Analysis

Sales Opportunities (NBA)

Churn & Retention Indication

Customer Journey Analytics

Competitor Mentions

Compliance

Quantum Predict – Future Interaction Predictions

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Where voice analytic platforms **Indicate post-call** *sentiment, call reasons and other KPI's after a call, Quantum leverage those indicators, combine it with customer data, and* **predict future** *customer demands, contacts and churn*

1 **NEXT CUSTOMER CONTACT PREDCITION**
Predict who and why a customer will contact you– 30 days in advance

2 **REPEAT PREDICTION**
Do immediate post call analytics to determine the likelihood of a repeat call occurring and how to proactively avoid it

3 **CUSTOMER CHURN PREDICTION MODEL**
Predict which customers are highly likely to churn. The reasons they will churn, to save them from churning

4 **NET PROMOTER SCORE PREDICTION**
Predict the level of satisfaction associated with the call using the NPS prediction model and offer solutions to improve NPS

ARTIFICIAL INTELLIGENCE
Predict which customers will contact you, why they will contact you, and when they will contact you 30 days in advance. Predict Churn risk, customer service demand, sentiment (NPS) and Repeats
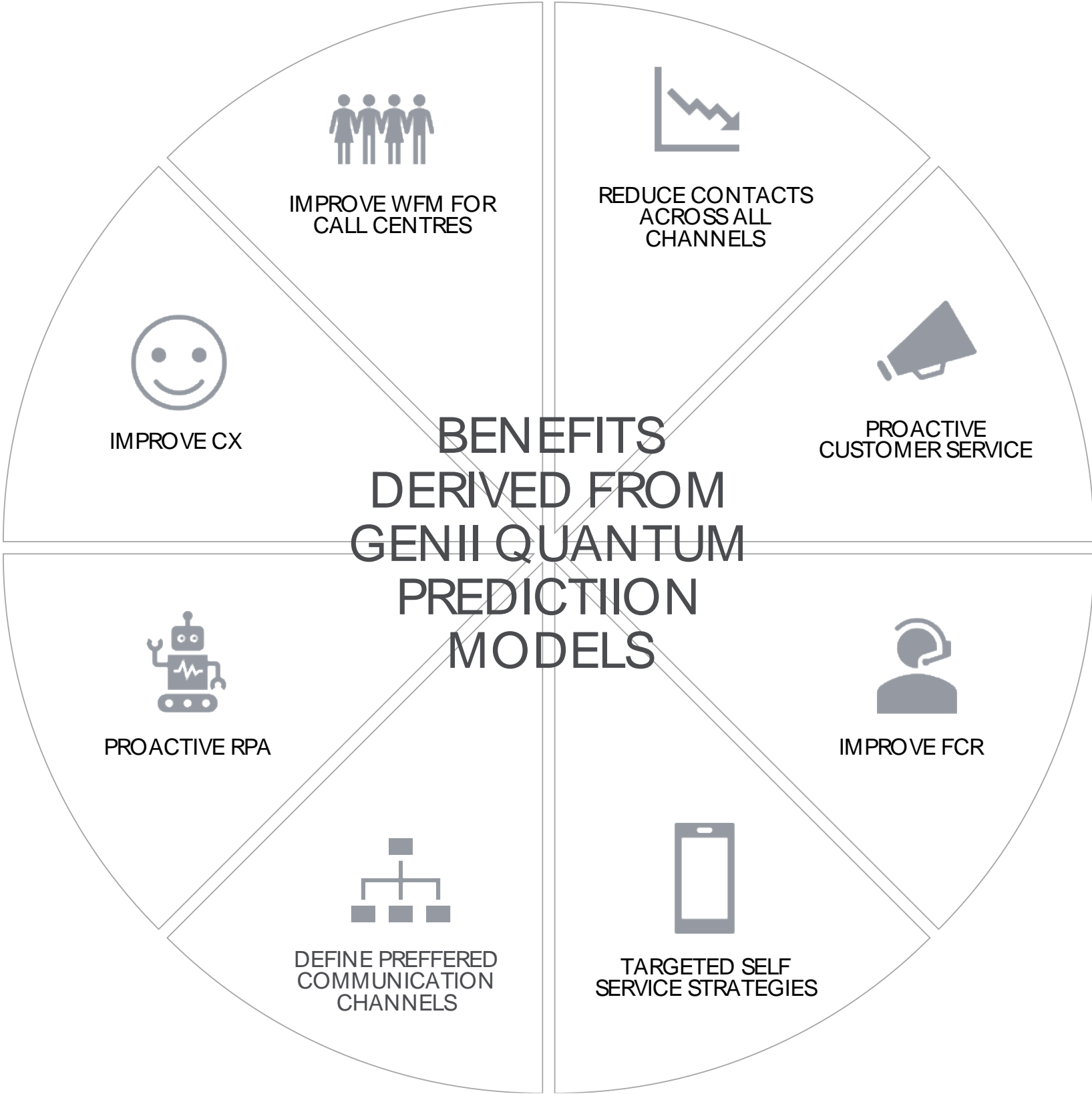
VOICE ANALYTICS PLATFORM AGNOSTIC
Genii Predict connect to any leading voice analytics platform such as GIA, CallMiner, Nexidia or Verint to predict futurre customer behaviours
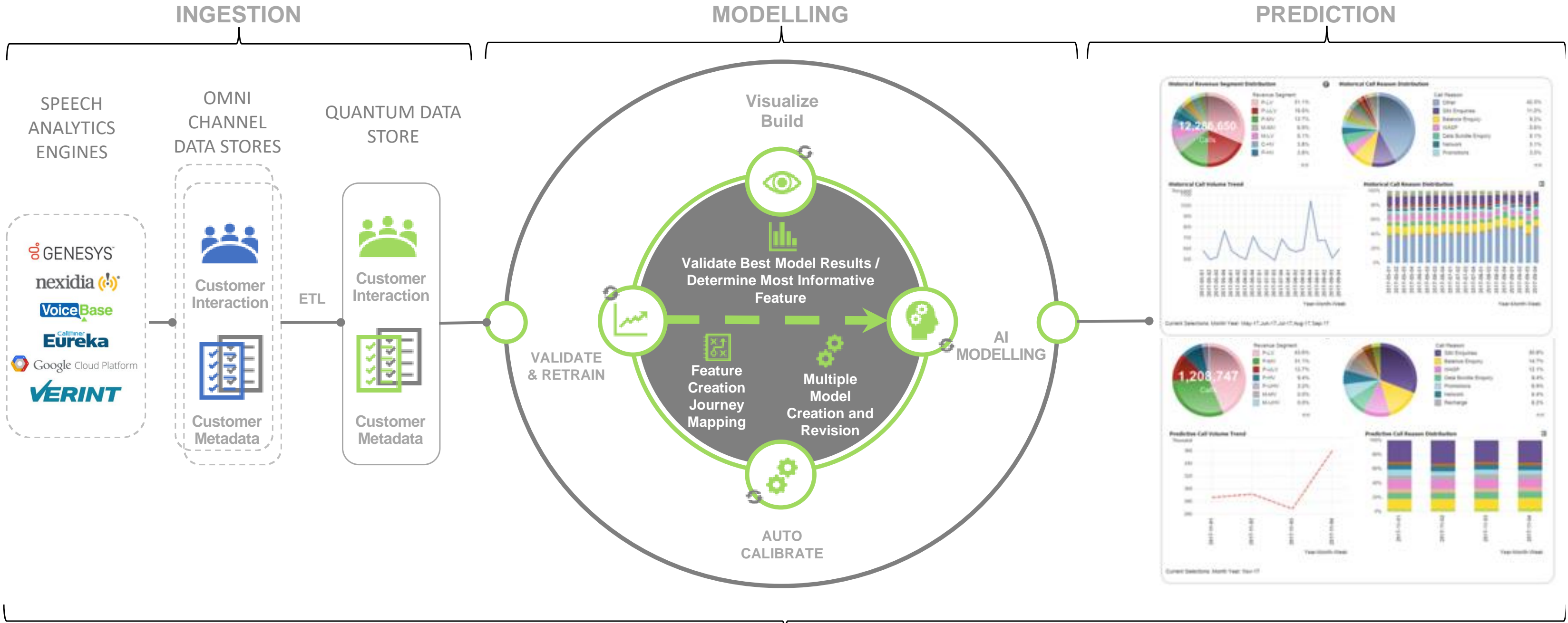
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Quantum Predict Benefits

Outputs of the Predictive models enable a brand to design campaigns which target specific outcomes.

- Proactively communicate with customers
- Improve CX
- Reduction contact volumes (1st & Repeats)
- Improve KPIs (FCR, FOC, TNPS, AHT)
- Proactive/Automated Care & Bots based on outputs
- Target self service opportunity
- Digital Channel deflection
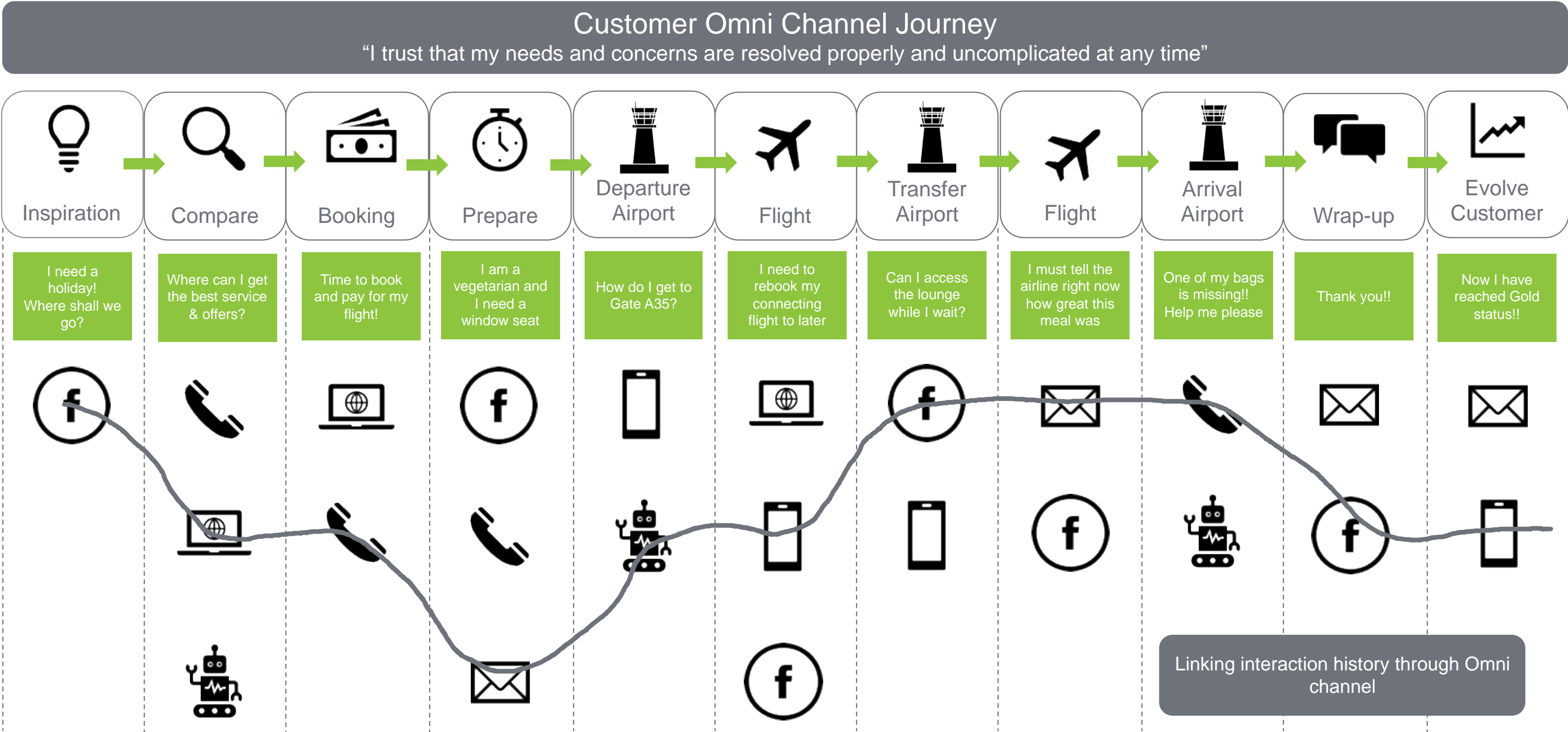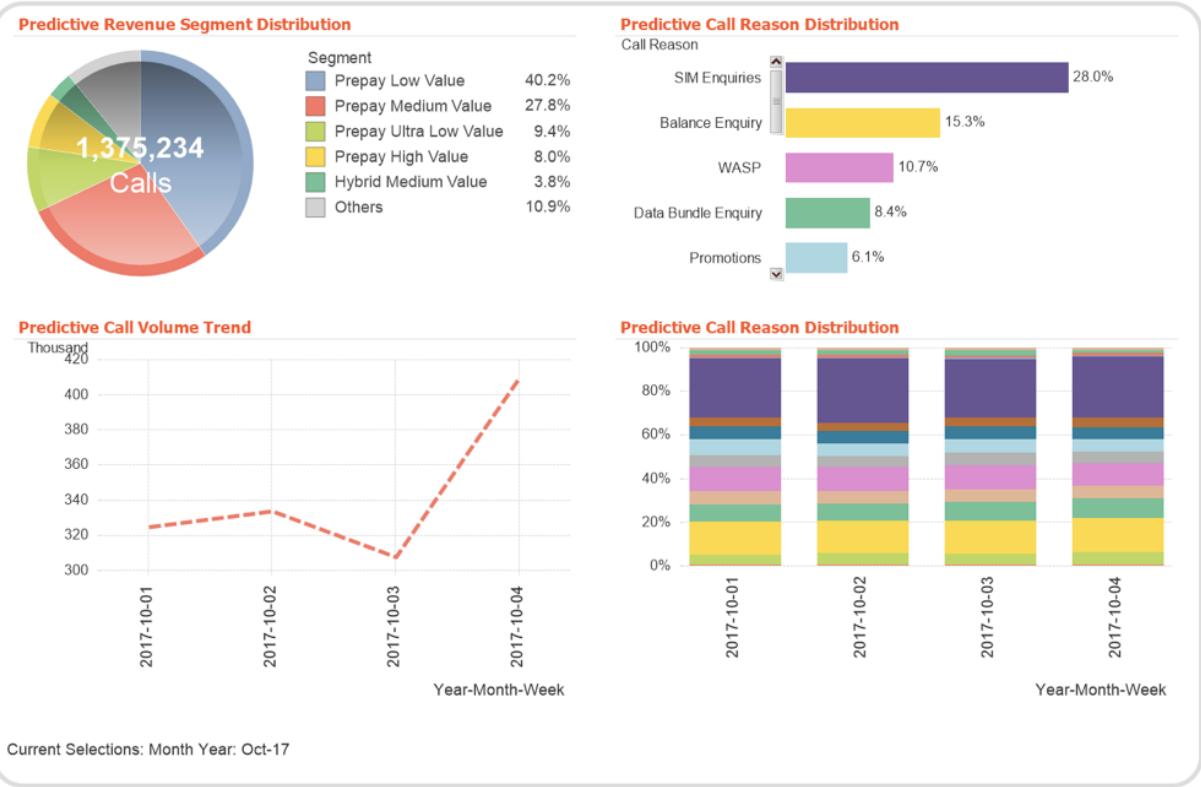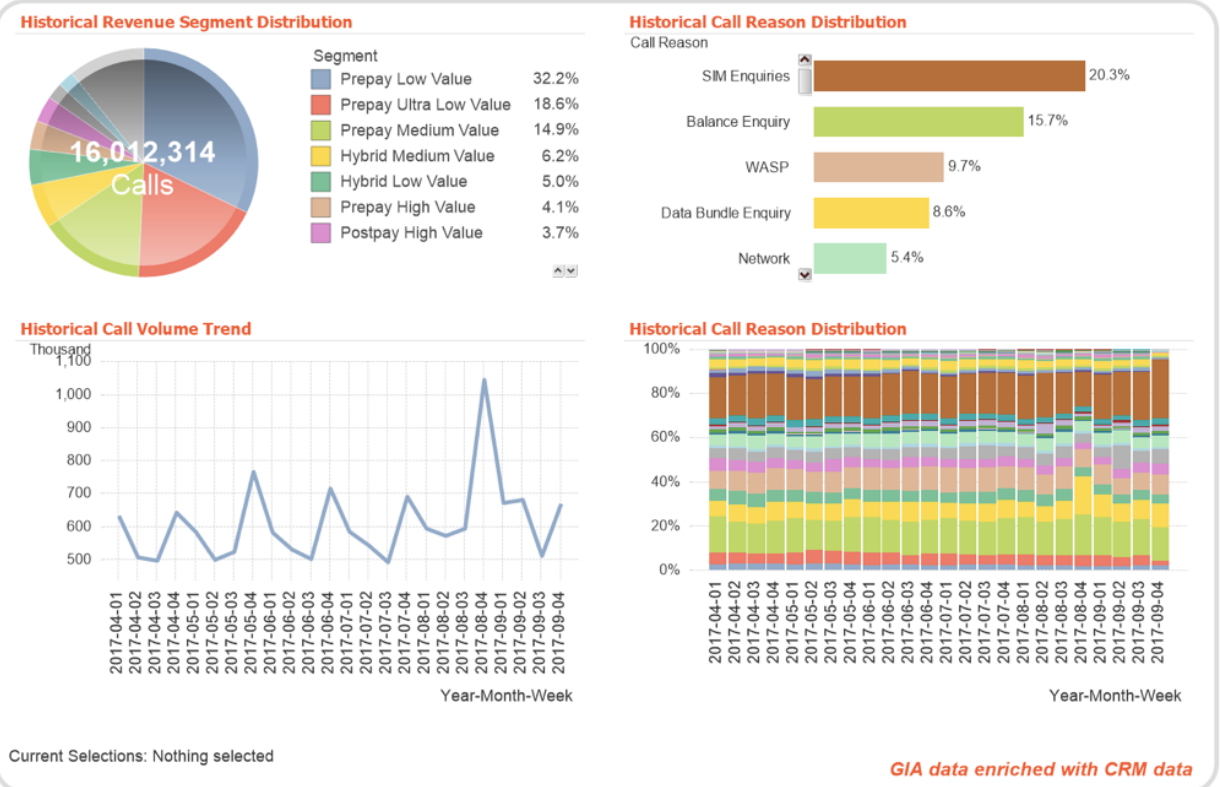- More accurate WFM & resourcing

IMPROVE WFM FOR CALL CENTRES

REDUCE CONTACTS ACROSS ALL CHANNELS

IMPROVE CX

PROACTIVE CUSTOMER SERVICE

BENEFITS DERIVED FROM GENII QUANTUM PREDICTIION MODELS

PROACTIVE RPA

IMPROVE FCR

DEFINE PREFFERED COMMUNICATION CHANNELS

TARGETED SELF SERVICE STRATEGIES

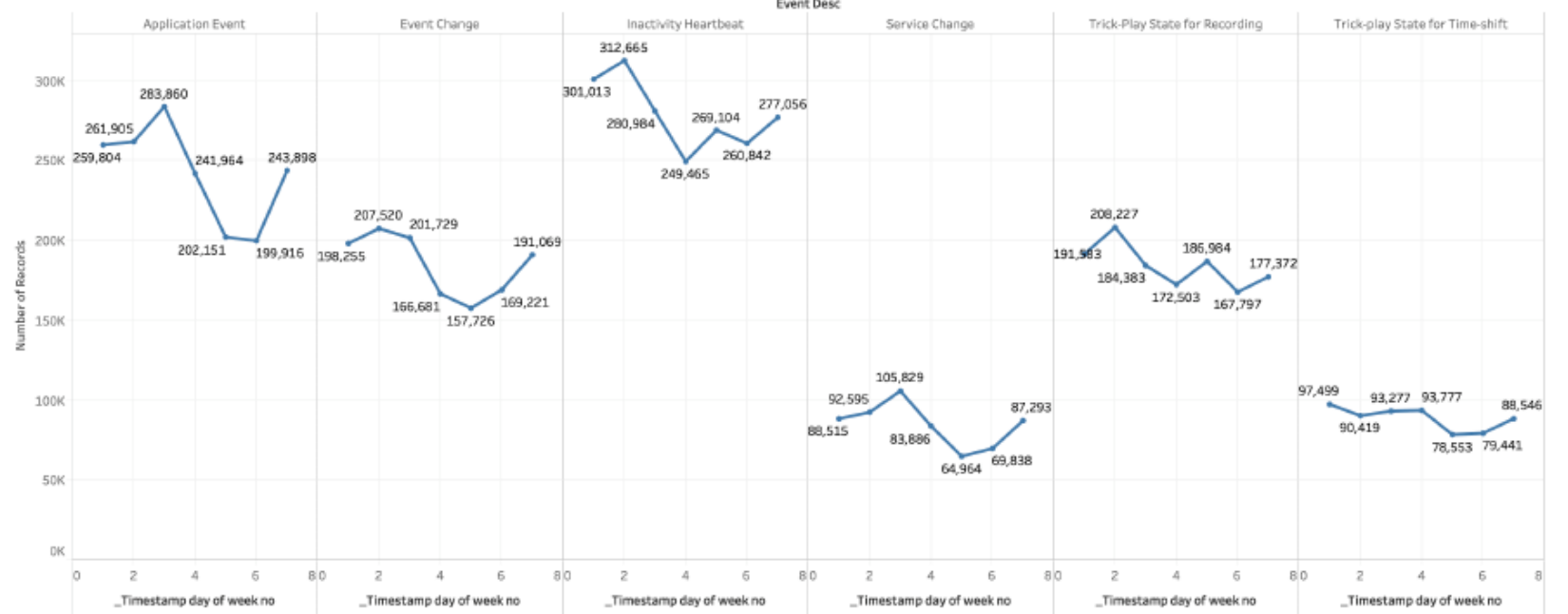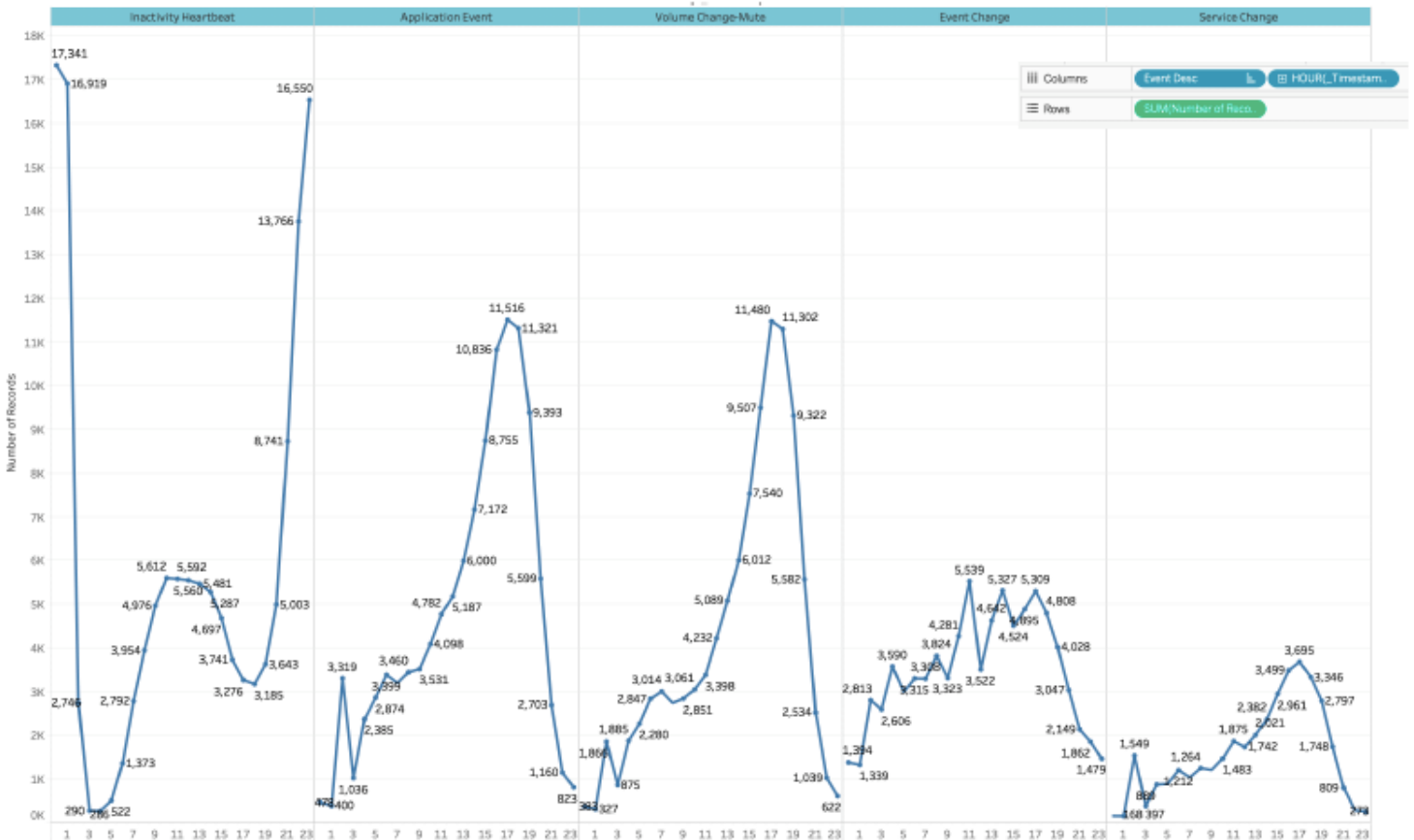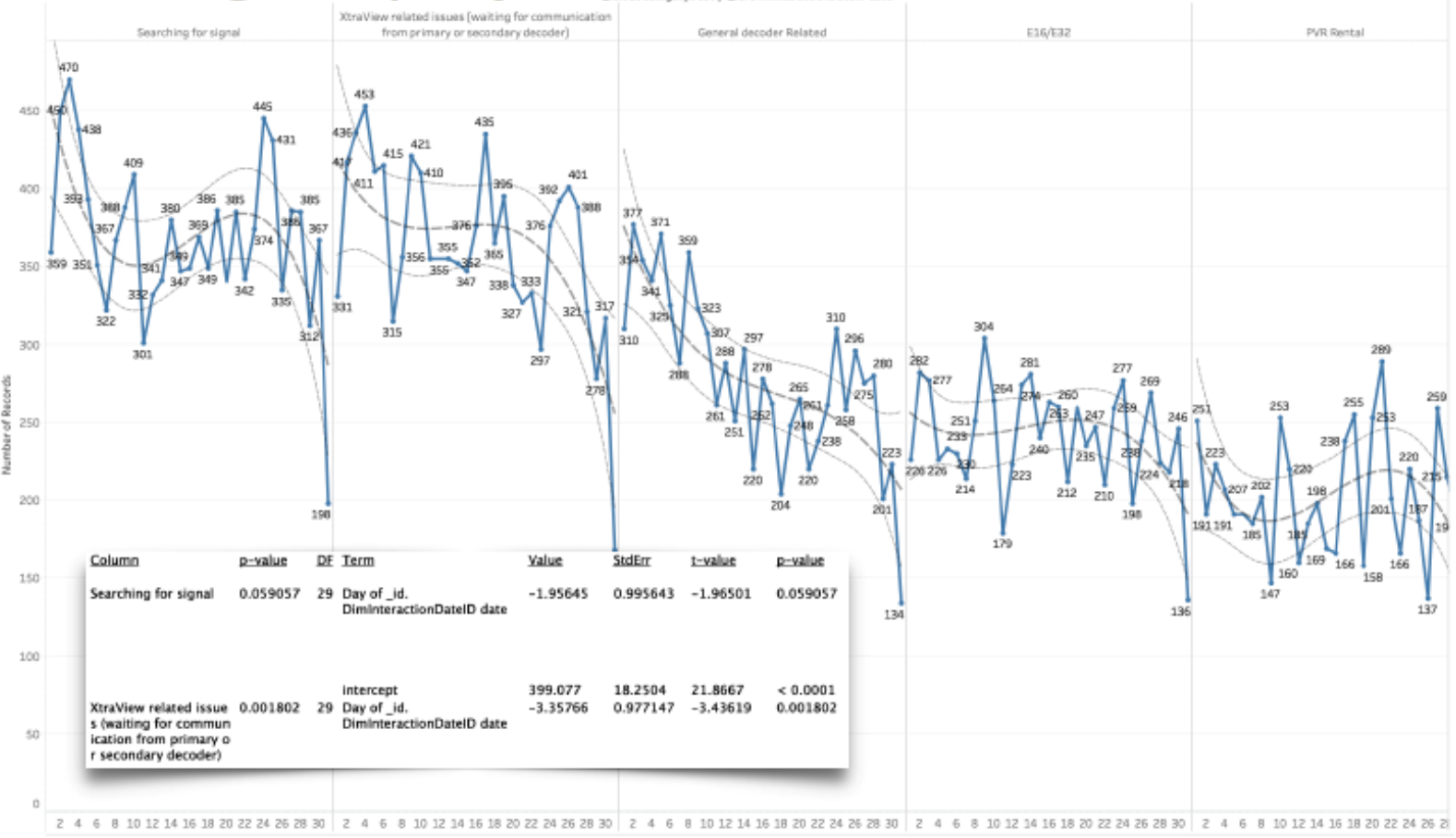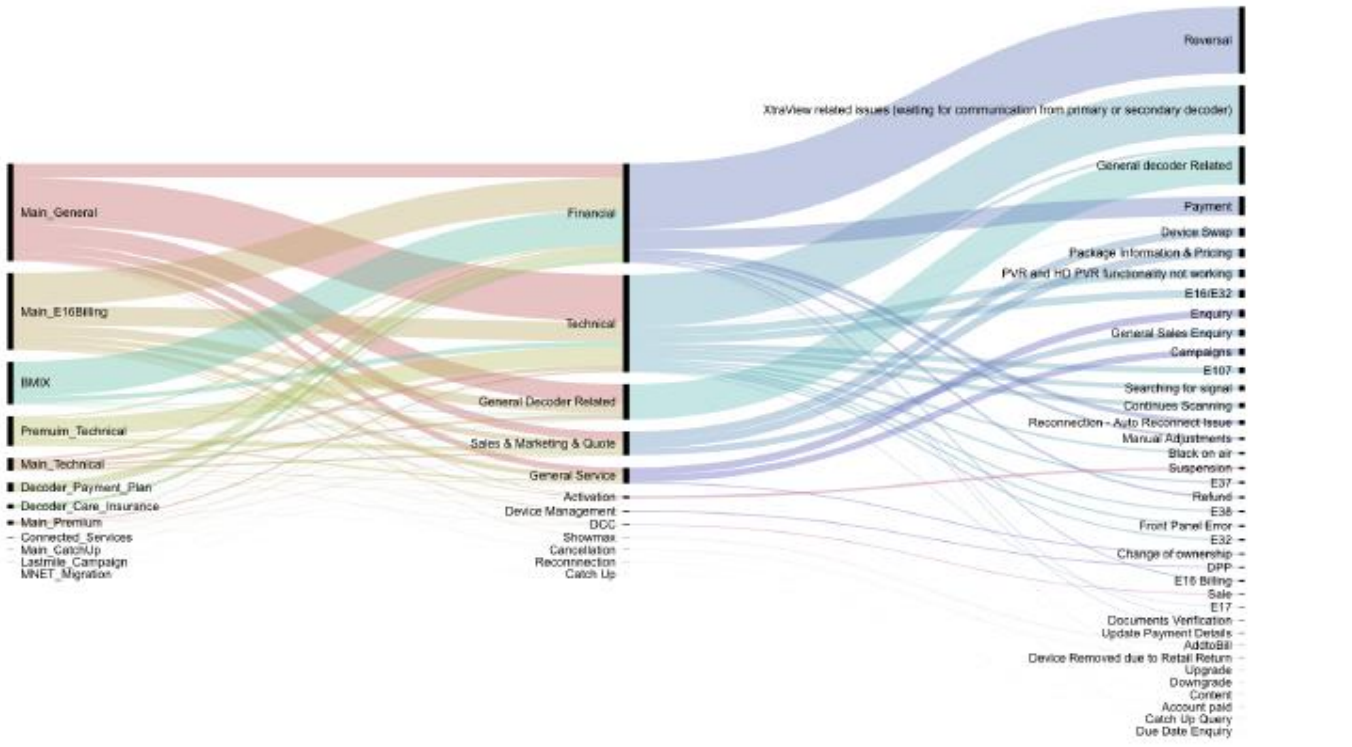# Quantum Predict – Data Flow

QUANTUM PREDICT

Interactive visualisation is provided for both on premises and cloud based solutions
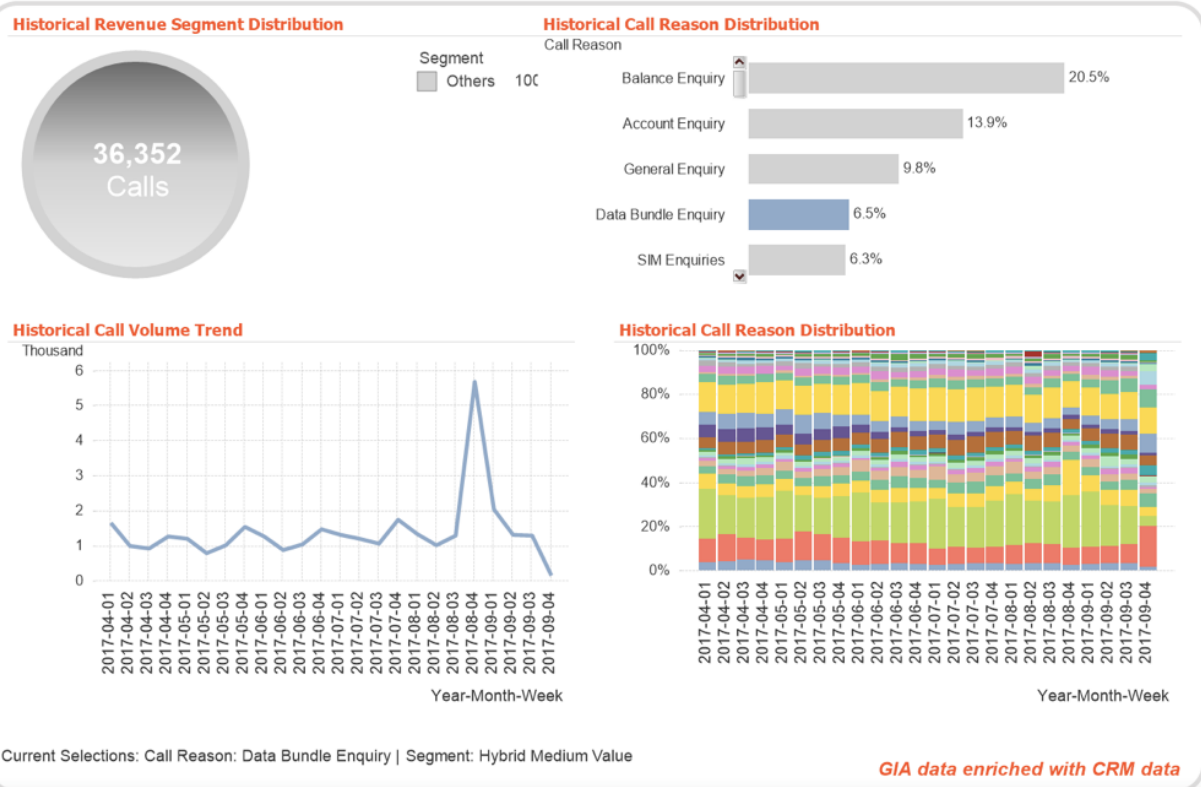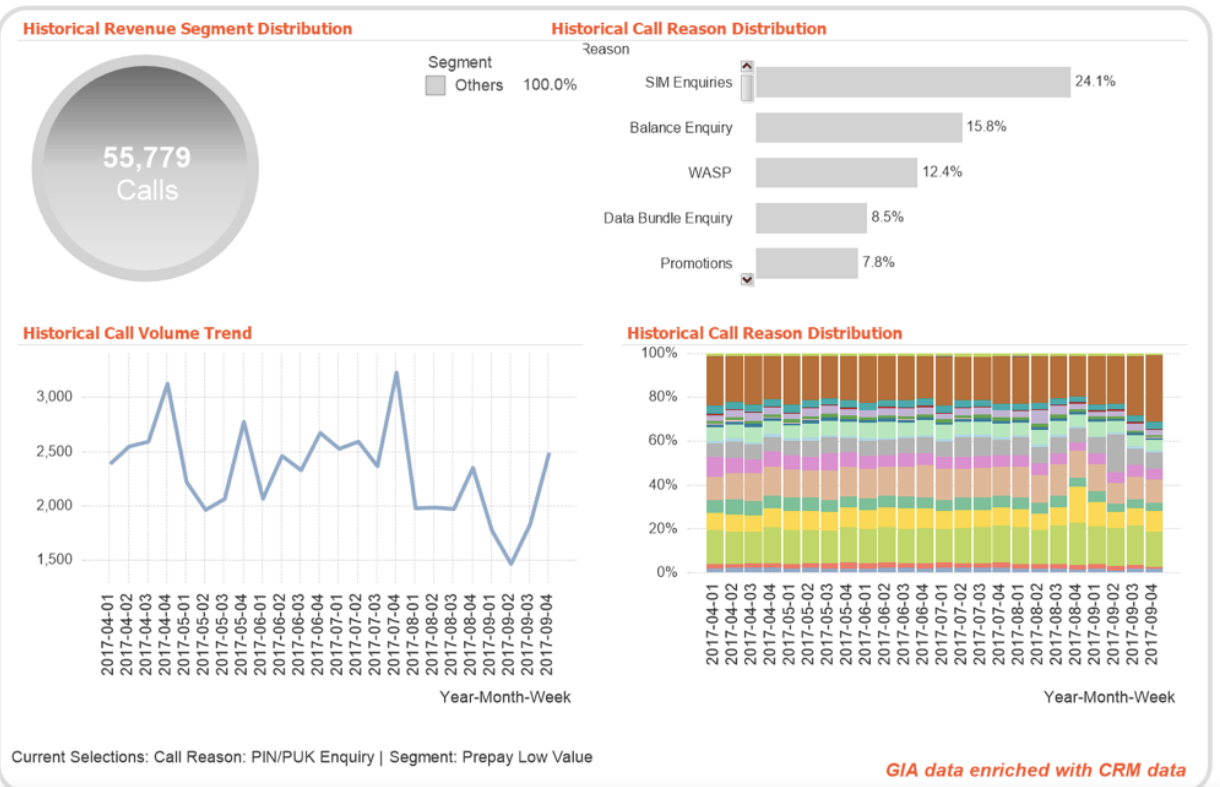
Key features like segments, call topics, etc will automatically feed through to visualisation

Quantum Predict Case Study

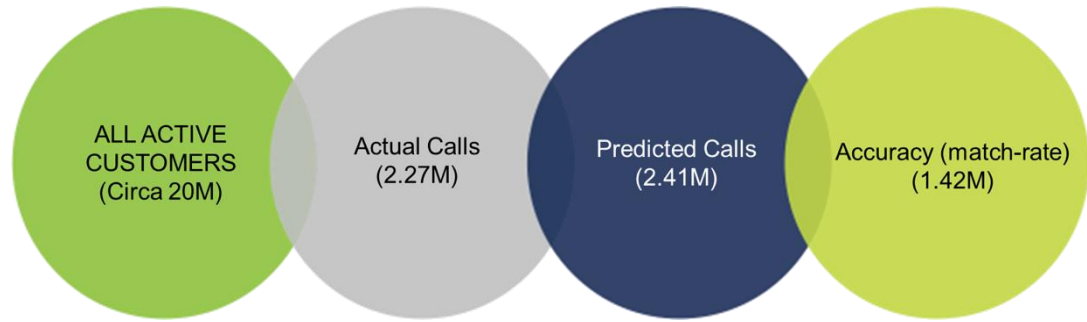# CASE STUDY – NEXT INTERACTION PREDICTION
Genii Quantum Predict

Large Telco Company

Problem

Company was struggling with high call volumes and needed to reduce the number of calls to reduce contact centre costs and improve SLA and customer satisfaction

Solution

ALL ACTIVE CUSTOMERS (Circa 20M)

Actual Calls (2.27M)

Predicted Calls (2.41M)
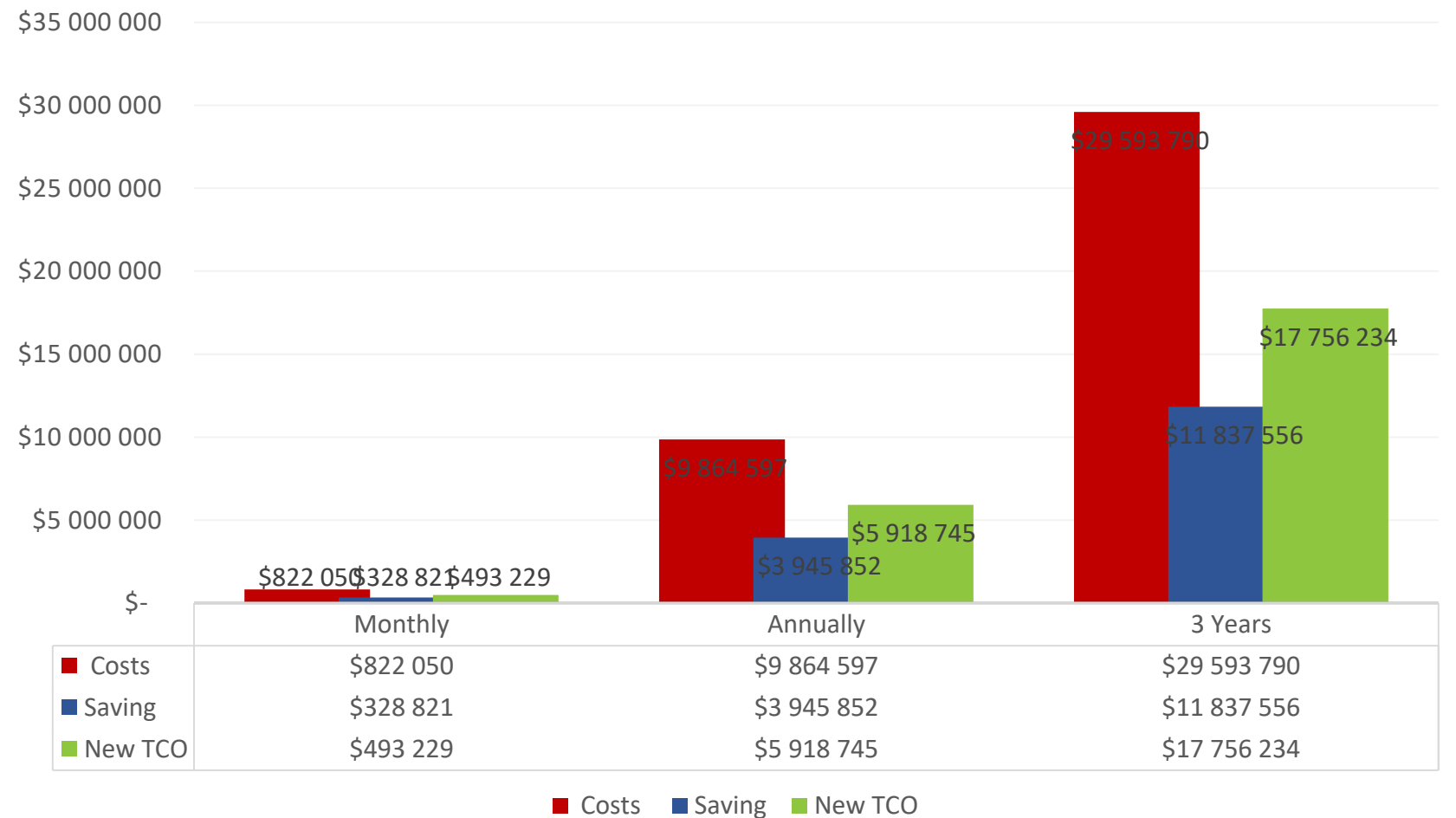
Accuracy (match-rate) (1.42M)

Deployed Quantum Predict Next Interaction Model Prediction and Proactive Campaigns

Result

- Reduction in call volumes of value of $ 4 000 000 per annum
- Reduction in cost to $ 6 000 000 per annum or 40% of Cost to Company
- ROI on the model in YR1 – 163% and by YR3 – 689%

Next Interaction Prediction Model ROI

Saving in USD over 1 month, 1 and 3 years

	Monthly	Annually	3 Years
Costs	$822 050	$9 864 597	$29 593 790
Saving	$328 821	$3 945 852	$11 837 556
New TCO	$493 229	$5 918 745	$17 756 234

Costs ■ Saving ■ New TCO

GEN analytics & artificial intelligence

Ai Technology Stack

Thank You...