



# Streamlining Operations with Data Insights and Predictive Modeling



## CHALLENGES

A global banking and finance giant was seeking to improve its Net Promoter Score (NPS) for their American cardholder base.

With multiple workflows causing agent confusion, slow time to proficiency, hampered by frequent staffing adjustments caused by volume fluctuation, keeping customers cared for was a bit of a conundrum.

Combined with challenges in positioning interest rates and credit line denials, agents needed a helping hand.

Enter Alorica Advisory Services with expedient and effective solutioning!

## SOLUTIONS

Our solution consultants use data insights to resolve breakage points in the customer journey. Predictive modeling offers performance capabilities, creating a clear path for a successful solution.

Partnering with data scientists, the Alorica Advisory Services team conducted text mining analysis and topic modeling to shine a light on the main reasons for customer concerns.

Regression analysis revealed opportunities to better align QA with customer feedback, while extensive training evaluations unveiled coaching enhancements, helping trainers adjust lesson plans and strategic initiatives accordingly.

*And those were results the client could really take to the bank!*

## RESULTS



**4 pt. NPS improvement**  
*in account resolution*



**13% AHT reduction**  
*in account resolution*



**10 pt. Care NPS improvements**  
*through improved coaching and training methods*



**4% Care CSAT improvement**  
*with updated coaching focus*