

Nexidia Interaction Analytics™ for Financial Services

Reduce Costs. Ensure Compliance. Stay Competitive.



As growing competition and increasingly complex regulations continue to transform the financial services marketplace, organizations are focusing on profitability, risk management and performance as never before. To remain competitive, businesses are seeking new strategies to optimize operations, while managing customer perception and delivering quality customer service.

With years of experience in the financial services industry, Nexidia understands the market forces that companies must navigate. Nexidia's services teams, comprised of subject matter specialists, combine industry knowledge with hands-on solutions experience to deliver transformative business insights – at the speed organizations demand.

INSIGHT IS OUR BUSINESS

Nexidia Interaction Analytics enables financial services companies to unlock the business intelligence contained in their Big Data repository of customer interactions, providing critical insight into the customer journey.

Nexidia Interaction Analytics leverages a technology framework that combines the strength of Automatic Speech Recognition (ASR) and patented phonetic indexing and search to produce a word-level transcription, a phonetic index and customer sentiment scores. The solution

uses this output to facilitate the rapid discovery of interaction content, enabling managers and analysts to uncover emerging trends, identify related phrases and categorize calls by topic.

Once topics are organized, Nexidia Interaction Analytics uses a guided, graphical interface to create structured queries. Based on business logic, these queries enable users to deduce the root causes driving customer interactions, and then locate all occurrences scattered across 100% of the data. This comprehensive analysis of contact center events provides the answers necessary to bring about real business transformation and leverage opportunities never before possible.

AN EDGE IN THE EVOLVING MARKETPLACE

As the industry responds to the effects of regulatory reform, technology advancements and market movements, organizations are seeking strategic advantages to both maintain their competitive footing and thrive. Nexidia Interaction Analytics can help financial services companies balance Compliance, Customer Effort and Cost to Serve in order to deliver an excellent customer experience, while keeping operating expenses on target.

Compliance: Failing to comply with state and federal regulations can be a costly endeavor – from both a financial and a brand reputation standpoint. Organizations must take a proactive, continuously vigilant stance.

Measure and manage your business with the strategic metrics that matter the most.



Nexidia Interaction Analytics enables companies to:

- Automatically detect potential issues such as breaches in communication guidelines mandated by internal policies or regulatory requirements
- Provide rapid access to relevant call segments for teams monitoring high-risk transactions that are subject to regulatory audits
- Reduce the burden of discovery and manage flagged transactions through a customizable review and remediation workflow

Customer Effort: In the financial services industry, customers have a wide range of choices. Negative experiences that can drive a customer to a competitor are unacceptable. Repeat calls, multiple branch visits, or excessive documentation are just a few examples of increased customer effort that can cause customer defection. Nexidia Interaction Analytics delivers insights to:

- Understand the business practices and behaviors that drive customer effort
- Simplify the customer experience, thereby improving retention
- Attract new customers by offering an easier path to service than the competition

Cost to Serve: Without insight into how customer interactions are being handled, the challenge of improving process efficiency and decreasing costs can be daunting. Nexidia Interaction Analytics allows financial services organizations to:

- Rapidly identify unproductive processes or behaviors that are causing repeat calls and pinpoint their root cause
- Drive team improvement through coaching and sharing of best practices
- Determine if diversion of customer calls to alternate, less costly contact channels is feasible

DATA DRIVEN METRICS FOR IMPROVED PERFORMANCE

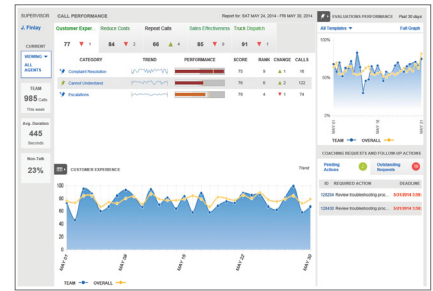
Beyond listening to sample calls to measure agent success, Nexidia Interaction Analytics captures 100% of an organization’s contact data to quantify outcomes against an organization’s defined Key Performance Indicators (KPIs). This metrics-based performance management approach ensures agent behavior aligns with goals important to the contact center and the company as a whole.

Product features include:

- Customizable data set analysis and reporting based on specific KPIs unique to the financial services industry
- Agent performance dashboards and self-evaluation capabilities
- Supervisor dashboards with agent, team and center views

CUSTOMIZED REPORTING FOR IMPROVED COMMUNICATION

Nexidia Interaction Analytics maximizes the flexibility of how organizations consume and distribute data, enabling delivery of the right reports and intelligence to the decision makers who impact day-to-day operations. Powerful visual analysis and reporting tools built into the product enable users to



Easily locate the teams and agents that need coaching the most in order to achieve your strategic objectives



Identify trends in key metrics, highlighting issues before they impact customer satisfaction

spotlight the most meaningful information, providing dynamic interaction with the data never before experienced.

ADVANCED MULTICHANNEL ANALYSIS = BUSINESS TRANSFORMATION

Nexidia unlocks the intelligence inside unstructured audio and text interactions to release insights about business processes and agent behaviors that can impact enterprise success. Through the strategic use of Nexidia Interaction Analytics, financial services organizations gain the power to truly transform their business and effectively compete in the face of new market realities.

For more information on how the power of Nexidia Interaction Analytics can transform your business to better compete in the evolving financial services marketplace, please contact us at info@nexidia.com.

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