

momentum

Happier customers, more successful contact centre agents – and a 22% drop in regulatory complaints in year one....

Momentum Life operates a network of four contact centres in South Africa, with 234 agents handling approximately 30 000 calls every month. They've been working with Voyc since 2020.

The Challenge

Momentum Life's management were aware of various issues that called for improvement in their contact centres:

- Customer experience levels were sometimes lower than the high standards demanded by the Momentum group, especially with the firm's commitment to Treating Customers Fairly.
- Some agents were underperforming in various key areas, including customer engagement skills and mandatory script adherence.
- Occasionally, complaints which should have been resolved in the contact centres were subsequently raised to the Ombudsman and reported on social media.

These issues had been highlighted through conventional QA call monitoring and ongoing feedback from a "Voice of Customer" survey. But to address them fully, Momentum Life needed a solution offering more focused and precise feedback on where and when they were arising in the contact centres.

"We found that the existing industry tools don't allow for proactive engagement. With these systems, you cannot monitor all 500 calls a day and you just hope that bad ones get picked up. Meanwhile, contact centre agents become very robotic when they are monitored via silent listening"

- Esther Nkosi, Head of Client Care and Client Experience, Momentum Life

The Solution

Momentum Life engaged Voyc to monitor 100% of calls, initially in one of their contact centres.

Voyc uses artificial intelligence to identify critical keywords and phrases in customer calls. Alerts are then delivered to the management team automatically, whenever an issue of concern is identified.

The company has now applied the Voyc solution to two additional contact centres, following outstanding results in the first year:

The Results

Happier customers

As soon as Voyc spots a critical keyword or phrase in a call, it sends an alert to team members designated to deal with that kind of issue.

By reacting swiftly to these alerts, Momentum Life prevents dissatisfaction from escalating into serious complaints. As a result, they've seen a significant improvement in "Voice of Customer" ratings across the contact centre.

"Imagine if insurers could proactively identify key phrases before client complaints escalate to a reputation-damaging level? Our voice analytics and machine-learning technology makes this possible and eases the client interaction process for financial services companies to treat clients fairly as part of their culture"

- Matthew Westaway, Co-Founder and CEO of Voyc



More successful agents

In addition to highlighting specific calls requiring attention and response, Voyc alerts also indicate which agents require coaching and in which particular areas of call handling.

For example, Voyc alerts can immediately identify agents who fail to adhere to mandatory script wordings – a significant regulatory risk for insurance companies.

For Momentum Life, script adherence rates increased from 76% to 85% year on year. And rates for the lowest-performing agents improved dramatically from a low of 67% up to 83%.

Voyc pinpoints every call, and even the exact place within the call, that is of concern. This means that Momentum Life can now coach agents much more effectively – listening to fresh examples that are precisely relevant to the agent in every case.

The company has found that agents respond well to this approach – and take pride in seeing how Voyc helps improve their performance and personal success.

“ Specifically, we coached one of the agents, who never had high VOC ratings, on how to handle calls better. She is now trending on VOC ratings and is getting written letters of compliments ”

- Esther Nkosi, Head of Client Care and Client Experience, Momentum Life

Lower complaints

Increased regulatory focus, particularly in the area of Treating Customers Fairly, is an ongoing priority for insurance companies around the world.

With this in mind, the Momentum Life team was delighted to see a year one **fall of 22% in the volume of complaints escalated to the Ombudsman as a direct result of implementing Voyc.**

By responding to Voyc alerts without delay and using the insight the alerts deliver to coach agents effectively, many customer concerns were successfully dealt with before being escalated further. Clearly, this also supports customer satisfaction and retention – in addition to impressing the regulator.

What’s more, social media complaints relating to the first Momentum Life contact centre to use Voyc have **fallen by 27% over the past two years.**

“ *The cause of the drop in the Ombudsman complaints is as a direct result of monitoring by Voyc* ”

- Esther Nkosi, Head of Client Care and Client Experience, Momentum Life

Your free demo

Voyc can help insurance companies of all kinds to:

- Improve customer experience
- Make contact centre agents more successful
- Reduce complaints and improve regulatory compliance
- Reduce fraud
- Boost insight for product and channel development
- Spot and respond to cross-selling opportunities

To find out more, simply [request your free Voyc demo today](#)

