

NPS Improvements You Can Bank On

Making a lasting impact with methodologies to meet multiple needs

THE CHALLENGE

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 Experiences Practice (AEP) with expedient and effective solutioning!

THE SOLUTION

AEP engagement 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 AEP 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!

THE RESULTS



**14 pt. Account
Resolution NPS
improvement**

due to standardized
best practices



**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