cogito

How a Fortune 100 financial technology company used Cogito to reduce AHT by 8%

As one of the world's most known and respected FinTech brands, providing industry-leading customer service while transitioning to a work-from-home call agent model was on the forefront of business needs for 2021.

Challenge

With the shift to more digital self-service and chat-based interactions, calls between agents and customers have become more emotionally-charged and complex. This change has only been magnified by the widespread impact of COVID-19. As agents are juggling emotional phone calls and distractions from work-from-home environments, supervisors are struggling to coach and motivate their teams.

In this case, there was a clear need for both a better understanding of the agent and customer experience, as well as in-the-moment agent coaching, to best support the changing call center environment.

Goals

To drive key business KPIs, like improvement of customer NPS and reduction of AHT (average handling time), this FinTech industry-leader was seeking a three-pronged approach to better their employee and customer experiences:

1 **Provide agents more help in navigating difficult and emotionally-charged conversations.** Ideally, an easy-to-use tool that coaches for performance consistency and enhanced emotional intelligence would be used to promote positive employee-customer interactions on every call.

2 **Enable supervisors to effectively monitor and guide their teams** with behavioral data for more targeted coaching. With the shift to remote and hybrid call centers, supervisors could no longer walk the floor and had fewer touch points to gauge the performance of their agents. A tool to measure call-by-call operational performance would allow supervisors to provide tailored, meaningful feedback whether remote or in-house.

3 **Better inform business leaders with more holistic data on customer experience.** Understanding the strengths and opportunity areas of customer interactions would help drive higher customer satisfaction and inform their overall CX strategy.

Strategy

The FinTech provider's commitment to emotionally intelligent customer service led them to implement Cogito's artificial intelligence solution, including real-time coaching for agents and unique, objective call experience scoring.

Using Cogito's AI Coach, agents received easy-to-action, in-the-moment guidance directly to their desktops, nudging them to change behaviors when it mattered most, driving enhanced customer experience.

Additionally, by processing the customer's voice, the agent's voice, and conversational dynamics through its proprietary behavioral model, Cogito provided an instant measure of customer perception on every conversation. Each agent-customer call received an objective CX score between 1-10, which was used to both benchmark performance and also identify calls that may benefit from immediate in-call or post call action.

Results

Within 8 weeks of implementing Cogito, notable results were seen across agent-customer calls:

+10 pts

Improvement in NPS

−8%

Reduction in AHT
(43 seconds)

+2%

Improvement in CX

By providing agents with real-time feedback and supervisors with data insights, the FinTech brand provided a higher quality customer service experience. The benefits of coaching were greatest on emotionally-charged calls, such as payment disputes and refunds, and even resulted in a decrease in handle time.

About Cogito

Cogito enhances the emotional intelligence of phone professionals through behavioral change software. By applying validated behavioral science through artificial intelligence and machine learning, Cogito's in-call guidance helps the world's most successful enterprises improve sales results, deliver amazing customer experiences and enhance quality of care.