USAN

Financial Services

Financial Services Institution Increases ANI Match Rate By 20%, Reducing IVR Opt-Out and Contact Center Costs

It's not uncommon nowadays for customers to rely on their mobile phone as their primary phone. It can be more convenient and less expensive than also having a landline. But as the number of customers disconnecting their landline telephones increases, the percentage of customer service calls that can be authenticated using their telephone number decreases. For one of the world's largest financial services institutions, this was becoming a costly problem.

In an ideal scenario, Automatic number identification (ANI)match capabilities in an IVR system identify a caller's phone number and compare it to the numbers in the company's customer database. If the system finds a match, this information can then be used for caller identification or authentication purposes. Thus, ANI match provides a low-cost and user-friendly means of identifying callers—if the company has current contact information on record for its customers.

Because it didn't have the correct phone number for a large number of customers, a financial services institution found that its ANI match was producing a low number of matches. It tried to rectify this problem by having call center agents gather the information from customers when they called in, but this was costly. It also wasn't incredibly productive. Some callers got what they needed through the IVR system and hung up, so agents didn't have an opportunity to talk to them. To make matters worse, the financial services institution had no way to reach these customers for outbound promotions, late payments and fraud prevention.

The financial services institution turned to Atlanta, Georgia-based USAN for help in addressing this problem. A provider of hosted contact center technology, USAN built and deployed a system that allowed the organization to update its customer records and increase its ANI match percentage, all within the IVR system. The system tracks customers calling, identifying and authenticating. When a caller is identified and authenticated—and there is no ANI match for the phone number—the system stores this information along with the date and time of the call. If the same customer calls three times within two months from the same phone number, he/she is prompted to update their profile: "For faster access on future calls, can I update your profile from the number you're calling from?"

The message includes a customer benefit (faster access) to entice callers to update their information, but if a caller is in a hurry and says no, the system tracks that and after an interval day count, prompts the customer to update his/her information during a subsequent call. If the customer agrees to update his/her profile, the system asks if the phone number is their home, cell or business number, and sends the information to the CRM system.

This IVR system configuration has proven effective on several accounts. Within 18 months the financial services institution saw a 20% increase in ANI matches—without ever requiring an operator or live agent. IVR utilization has increased because customers are easily identified and authenticated with minimal effort on their part, and the organization has updated customer information on file for its outbound efforts.

This is just one example of how USAN has delivered an innovative solution to help a contact center meet a challenging business objective, and it's the kind of work we thrive on. We take great pride in our ability to help contact centers meet demanding business requirements—especially those one-time needs that must be met quickly and accurately.

Is there something you want your call center technology to do and wonder if it can be done? Just know, with USAN you can. Call us today at (770) 409-2441 to learn how we can help you increase your IVR utilization and decrease your contact center costs.

About USAN

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USAN helps companies profitably engage customers and deliver amazing cross-channel experiences with the industry's best cloud, premise and hybrid multi-channel customer engagement solution. From traditional telephone interactions to the web, social media and everything between, USAN's portfolio of call center products gives users infinite flexibility in the way they engage customers across channels. In addition to campaign management, back-office integration, and business process automation, USAN's offerings include Hosted IVR, ACD, and Dialers built upon a fifth-generation carrier-grade infrastructure that delivers "five nines" of availability and proven scalability.