

Case study Banking industry

Elevating customer service with AI-powered call analysis



A leading financial services company faced the challenge of making its customer service more efficient while maintaining the highest standards of data protection and compliance. In addition to optimising call analysis, a key focus was to automate and improve quality and training processes. To achieve these goals, an AI-powered solution, CallSight, was implemented, enabling precise call analysis, automated quality checks, and data-driven recommendations for action.

Challenges

A high volume of recurring enquiries

Need for rapid, flexible analysis and optimisation of service processes

Require AI-powered recommendations and automated workflows

| How we helped



7%

Reduction in
call volume



10%

Increase in
automated sampling
for quality and
training



7

seconds
saved per
interaction

| Our approach



Introducing CallSight

Capita has implemented CallSight, a scalable AI platform that enhances agent call management. Key functionalities include:

- Automated transcription and detailed call analysis.
- Identification of topics and recurring challenges.
- Daily review of calls providing personalised, actionable feedback to support ongoing agent development.
- AI-powered recommendations for process optimisation and quality improvement.
- Advanced visualisation and reporting tools.
- Complete data sovereignty ensured by operation within a dedicated AWS account.



Innovative training and onboarding

- Targeted modifications have enabled rapid onboarding of new employees, accelerating their productivity.
- The CallSight platform facilitates analysis and improvements within days, significantly reducing the usual timeline from weeks.

“We see CallSight as a turning point in our contact centre offering. It will revolutionise customer service experiences by providing our skilled agents with significant digital support, enabling faster query resolution and ultimately improving interactions.”

Adolfo Hernandez – Chief Executive Officer, Capita