

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**

