A springboard for success

Your smarter approach to complaints handling

Transform your complaints handling process.

Complaints conversations give a valuable source of data for those processes and experiences that cause pain for customers. However, it can be resource-intensive to understand the full detail behind every call, identify the problem(s) and understand how these could be prevented or reduced in the future.

That's where **Assisted Customer Conversations** can help.

What are assisted customer conversations?

Capita use ACC, a revolutionary AI-assisted technology that analyses conversations in real time, supporting your advisers to deliver first-rate, personalised and compliant customer support.

In addition to this, with ACC you're better placed to:

✔ **Prevent future complaints**
By analysing every call to determine root cause analysis enabling targeted, data driven process improvement decisions

✔ **Improve customer experiences**
By prompting agents in real time to deliver the most appropriate outcome for the customer

✔ **Reduce complaint-handling costs**
Make your complaints process more efficient through the automation of post call tasks i.e. notes and call reason logging. Ensure full compliance to the regulated aspect of the complaints process, by prompting agents in real time in line with guidance/legislation

Capita

ACC and Capita:
How it works

Real-time voice data analysis

ACC analyses conversations between our customer service agents and your customers in real time, and with its in built analytics engine surfaces unique insight.

Enable your call centre teams to provide more personalised, relevant guidance to callers for increased first-contact resolution.

Dynamic customer service support

ACC also enhances the effectiveness of your agents by identifying the best solution to the incoming query, leaving them free to really listen to the caller and help them more quickly and effectively.

Prevent complaints before they happen

Capita works with you to analyse data and set up the technology to create feedback loops targeting core problems – empowering agents, improving customer loyalty and even helping you implement proactive messaging to help solve and prevent issues before they arrive.

3.4%
increase in-call productivity for insurance company, using speech analysis alone. Average call time reduced by 20 seconds

13.7%
increase in sales for telecoms company, converting hesitant customers using outcomes insight

Features and benefits

Maximise Call Efficiency

Not only does the assisted customer conversations technology provide direct in-call support, it also allows their team leaders to follow calls live, support and guide agents via chat, and even identify when to intervene in calls if necessary.

Support vulnerable customers

ACC makes companies over 30% more successful at identifying the needs of vulnerable customers

Strengthen your brand

Develop a clear reputation for customer satisfaction

Want to know more?

To learn more about how Capita can help your business and your customers through added efficiency and flexibility, **visit our website** (or speak to your account director).

A unique mix of technology, training, and resources

ACC helps you put the customer at the heart of everything you do, while keeping your complaints process scalable and flexible. Through a mix of technology, training and resources, our hybrid model gives you everything you need to deliver high-quality, consistent, personal customer service.

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