Upgraded IVR Deployments Deliver Optimized CX

A Leading Bank Realized the Value of Adding a Human Touch to the Self-Service Customer Journey

ANZ New Zealand, part of the Australia and New Zealand Banking Group Ltd. (ANZ), serves over 2 million retail, commercial and institutional customers making over 450,000 unique journeys per month. Their strategy involves leveraging their strong Australian and New Zealand foundations, distinctive geographic footprint, and market-leading service and insights to deliver differentiated customer experiences. One element of this strategy is assuring a modern digital infrastructure that provides great customer service, scale, and control.

Interactive voice response (IVR) systems play a key role in routing ANZ's customers to appropriately

Company: ANZ New Zealand Bank

Industry: Financial Services

Location: New Zealand

Company Size: 9,000 employees serving over two million customers

Challenges:

- Difficulty authenticating callers through the IVR was diverting calls to live agents
- Inefficient call routing created more manual transfers and negatively impacted the customer experience
- Data security and regulatory concerns needed to be resolved before investing in new contact center technology

Solutions:

- Cyara Velocity
- Cyara Pulse

> "Cyara has helped us to apply testing broadly which increased overall quality, reduced the time for us to deliver our test phases, and decreased costs."
>
> —Matt Butler, Senior Channel Development Manager, ANZ New Zealand

skilled agents. Through a deep-dive evaluation of their customer journeys, ANZ found that many of their customers were calling in with questions that did not fit neatly into a "press one, two or three" prompt. Being forced to choose the next-best option was resulting in more manual transfers among agents or departments, longer wait times, and a less than ideal customer experience. ANZ needed a better understanding of where to invest in technology that would help them provide the desired IVR experience, while maintaining a continual focus on cost and speed to market.

Seeking "Human Touch" in a Self-Service Environment

Matt Butler, Senior Channel Development Manager, ANZ, was responsible for designing, developing, and maintaining the CX strategy for ANZ's contact center. He observed that while many customers preferred to interact with the bank via digital and self-service channels, many calls came into the contact center requesting or requiring live agent assistance.

Butler's goal was to implement upgraded IVR technology that would improve and differentiate customers' experiences with ANZ whether they preferred to communicate with an agent or resolve their questions by interacting with an IVR. To justify the CX investment Butler's team launched a project to analyze the importance of more conversational and human-like interactions.

The team analyzed customer journeys that required a human touch, which included phone calls with live agents and in-person interactions at the branch and in private banking.

They learned that:

- 1 in 7 customers use digital channels get in touch with the bank every month

- 1 in 3 of those customers contact the bank within an hour of being online, indicating that in some instances, digital interactions generate an immediate need

- 2 in 3 customers were going online shortly after a live agent interaction, indicating that they were checking to verify their request had been completed

Assuring Success from Day One

Armed with these customer insights and feedback, the team was able to identify opportunities for CX improvements and justify the investment in contact center technology. As part of their upgrade process, they brought in Cyara to help assure that the MVP (Minimum Viable Product) would deliver an optimal experience on day one.

BENEFITS ACHIEVED

Identified unique CX opportunities to optimize and improve IVR journeys

Improved first-call resolution and call authentication rates

Elevated overall NPS and customer satisfaction ratings

Increased visibility into providers' adherence to SLAs and system performance agreements

> **"It was all about getting the solution as robust and user friendly as possible before releasing it to customers. It is very important to mitigate risks associated with poor customer experience and/or technology systems failure."**
>
> —Matt Butler, Senior Channel Development Manager, ANZ New Zealand

The scope of the project involved adding voice biometrics and speech recognition capabilities to IVR journeys that spanned seven communication channels, designed to provide the right amount of human touch at the point where it was needed most.

The system required extensive testing to ensure a frictionless customer experience. The ANZ security and compliance departments needed assurance that the system would meet all standards for compliance with industry regulations, while also complying with customer data security policies.

Thorough Testing Prior to Deployment

ANZ used the Cyara platform to conduct performance testing, and used the mobile numbers and voiceprints of 500 internal staff to prove that the system was capable of handling requests at scale. Functional and regression testing with Cyara proved that voice biometrics verification was working correctly.

Using real-world testing scenarios to verify the end-to-end customer journeys, the team used actual customer requests from regression testing and leveraged the same test cases for performance and load testing.

Positive testing outcomes demonstrated the system's effectiveness and functionality, providing the assurance needed by the security and compliance departments to approve its release.

Customer Smiles. **Delivered at Scale.**

As the world's leading Automated CX Assurance platform provider, Cyara helps you deliver better CX with less effort, cost, and risk. Cyara supports the entire CX software development lifecycle, ensuring enterprises can build flawless customer journeys across digital and voice channels while reducing the risk of customer-facing defects. Every day, the most recognizable brands trust Cyara to help them build better customer experiences faster.

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