Financial

Westpac has a long and proud history as Australia's first and oldest bank, dating back to 1817 when the company was known as the Bank of New South Wales. Westpac turned to Cyara to help transform the customer experience with design, testing, implementation and monitoring of a call classification system using speech recognition.

"...When we use Cyara, the need to use human testing is reduced by 50% as is human error."

PROJECT DIRECTOR, CONTACT CENTER TRANSFORMATION

CYARA

Westpac Automates Testing of Speech-Enabled Voice Channel — Ensures Quality of Customer Experience; Cuts Testing Costs in Half

CHALLENGES

- Volume of 60 million customer phone interactions from roughly seven million customers
- Misrouted 25 percent of all inbound customer contacts
- Agents spent 20-30 seconds of talk time to determine the reason for the call
- Customers averaged 90 seconds to get to their intended destination

BENEFITS

- Reduced human testing by 50 percent along with human error
- Reduced misroutes by 80 percent
- Customers now reach intended destination in just under 14 seconds
- 80 percent of callers reach their destination by providing only one piece of identifying information
- 93 percent of customers surveyed are "satisfied" to "very satisfied."

Westpac has a long and proud history as Australia's first and oldest bank, dating back to 1817 when the company was known as the Bank of New South Wales. Westpac's core, interrelated corporate goals are continued market growth in key segments and recognition both as a leader in customer advocacy and satisfaction and as an employer of choice in the Australian market.

Westpac handles 60 million customer phone interactions from roughly seven million customers. Approximately 85 percent of these interactions are automated using outsourced automated telephone banking. The remaining 15 percent are routed to a pool of 1,100 live bankers and contact center representatives.

In their ongoing efforts to achieve overall company goals, Westpac focused on three specific business problems related to customer phone interactions and identified key targets to improve customer and agent experience. Primary to their solution was the design; testing, implementation and monitoring of a call classification system using speech recognition, coupled with a top-to-bottom corporate culture where the common scorecard measurement of customer experience is how likely customers are to recommend Westpac to a friend or colleague.

"We view Cyara as a key plank in our strategy around quality and efficiency."
PROJECT DIRECTOR, CONTACT CENTER TRANSFORMATION

Too Many Customer Misroutes; Too Much Time To Reach Destination

One of the problems Westpac identified was roughly 25 percent of inbound customer contacts were misrouted within the organization, presenting both resource challenges and customer experience issues. And when the call did arrive, bankers answering calls didn't know why customers were calling which required an additional 20-30 seconds of talk time to determine the reason for the call. Another customer pain was the time it took customers to reach an agent who could help them; customers spent an average of 90 seconds before getting to their intended destination. Westpac also wanted to significantly reduce the percentage of misrouted calls and wanted bankers answering calls to have a thorough a understanding of why customers were calling before they answered the call.

Westpac addressed these issues by designing and implementing a call classification system using speech, and in turn, tested with Cyara's solution. When developing the speech system, Westpac took note of speech recognition's historically bad reputation due to poor implementations, which have left customers scarred by repetition, wrong paths and unclear choices. All too common are deployments largely driven by organizations focused on squeezing out maximum operational efficiencies at the expense of the customer experience.

Westpac took a customer-centric approach to speech recognition design, designing the system around customer requests rather than around business or organizational structure. This approach allows Westpac to keep dialogue with their customers

short and sharp but at the same time efficient in terms of the information gathered about the customer's request. Customers gain access to banking representatives very quickly and with a very high degree of accuracy.

Cyara's Automated Testing Reduces Cost of Ensuring Call Quality

Westpac's call classification system using speech and tested by Cyara. Westpac used Cyara to monitor and assess through the testing phase of the project to gain a strong understanding of the customer experience regarding voice quality and functionally, testing the system in part by emulating live calls without requiring or impeding live customers or agents.

"We view Cyara as a key plank in our strategy around quality and efficiency," says the project director for Westpac. "We use Cyara for end-to-end regression, systems integration, functional performance and load testing and real-time monitoring of the customer experience in the production environment," he added.

Westpac wanted to understand exactly how every permutation or combination within the system was performing from the user's perspective. Are the right prompts being played? Do the prompts sound good? Does the flow sound natural and humanlike? "This part of the testing was driven from a business perspective rather than from the technical integration of the system," says the project director. "If I can execute functional testing successfully, then obviously, I know the technical integration points are working effectively. "

Westpac realizes delivering excellent customer service comes at a cost, in part due to the costs of resourcing testing. "The testing is automated, comprehensive and is significantly less expensive using Cyara rather than using human testers," says the project director. "Certainly we don't do away with human testers, but when we use Cyara, the need to use human testing is reduced by 50 percent along with human error.

Testing Key In Westpac's Complex Contact Center Environment

Westpac also uses Cyara for the technical testing of back-end systems. Westpac's automated telephone banking is outsourced, with live calls routed to one of several Westpac contact center sites. Westpac also uses Siebel CRM, IBM Websphere and Java-developed applications. The result is a complex contact center environment with a host of distributed components from several discrete vendors. All the flows within a speech recognition system and interactions

between customers and remote, back-end, hosted systems within a distributed architecture, increase the challenge of degradation and error.

Misroutes Reduced By 80 Percent; Customer Satisfaction High

Today, Westpac is realizing impressive results in their efforts to improve the customer experience and reduce customer service barriers and costs. The company reduced the number of misrouted calls from 25 percent to seven percent — an impressive 80 percent reduction. Customers can now navigate through to their intended destination in just under 14 seconds, whereas previous navigation took 90 seconds, and today 80 percent of callers reach that destination by providing only one piece of identifying information.

Westpac bankers and agents now have meaningful information when the call does arrive on 90 percent of all calls received, enabling them to more quickly help the customer gain resolution. And most importantly, spot check surveying indicates customers are overwhelmingly positive; 93 percent of customers are "satisfied" to "very satisfied," up from the low seventies prior to the deployment.

About Westpac

Westpac has a long and proud history as Australia's first and oldest bank. It was established in 1817 as the Bank of New South Wales. In 1982 it changed its name to Westpac Banking Corporation following the acquisition of the Commercial Bank of Australia. Westpac has branches and affiliates throughout Australia, New Zealand and the near Pacific region and maintains offices in key financial centers around the world including London, New York, Hong Kong, Singapore and Shanghai.

CYARA partners include:

ABOUT CYARA
Cyara was founded in 2006 with a mission: gather the best expertise in the industry to reinvent customer service. Today, Cyara has fulfilled that promise, as market-leading provider of an omnichannel discovery, testing and monitoring SaaS platform. Over 150 employees around the globe help the world's most elite companies use Cyara's platform to accelerate the delivery of seamless and frustration-free customer experiences across every channel. Thanks to Cyara, organizations with combined revenues of over $3 trillion deliver billions of flawless customer interactions every day. Cyara was named a Gartner Cool Vendor in CRM Customer Service and Customer Support in 2015.