

Case Study

CSU

CUSTOMER PROFILE

Business Process Outsourcing

WEBSITE

www.csu.com.br

LOCATION

Belo Horizonte, Pernambuco São Paulo, Brazil

BUSINESS NEED

- Operational efficiency
- Quality assurance
- Customer satisfaction

NICE SMARTCENTER SOLUTIONS

- Nexidia Analytics
- Quality Central

THE IMPACT

- The equivalent of 3 FTEs in savings
- 100% interaction capture
- Automated analysis and quality assurance workflows
- Average interaction analysis time reduced by 80%
- First-of-its-kind independent quality assurance monitoring services

ON THE NICE SOLUTION

“NICE Nexidia helped transform CSU into a more competitive organization.”

Daniel Moretto, Sales Director



Leading BPO Develops First-of-a-Kind QA Service Based on Comprehensive Analytics

ABOUT CSU

CSU is a leading business process outsourcer in the Brazilian high-tech service market, offering customer relations and transaction services, including datacenter management and customized solutions. The company serves banks, finance companies, retailers, service companies and consumers throughout Brazil, providing loyalty programs, e-commerce, sales, collection, credit, and customer service.

CSU is structured in four business units: CSU CardSystem, which provides management and processing for electronic payments; CSU Contact, providing call center services; CSU MarketSystem, engaged in the marketing and loyalty programs operations; and CSU ITS. Of these divisions, Card-System and Contact together represent 75% of the corporation's revenue. Across all its business units, CSU employs around 6,500 people in the Recife, Belo Horizonte, São Paulo and Alphaville regions.

CSU's five contact centers are located in the states of Sao Paulo, Belo Horizonte, and Pernambuco. They provide customers 24/7 service and handle an annual contact volume of approximately 60 million. Of these interactions, about 35 million are voice calls, 22 million are digital contacts, and 2.4 million are at local facilities.

Case Study

THE CHALLENGE

With over 20 years of history, CSU has created a unique and innovative model of operation, with technological solutions customized to handle highly complex operations. The company's focus is on providing complete, efficient and creative high-quality service that generates excellent results for CSU customers.

In order to live up to the CSU vision and mission, the company recognized the need for accurate customer intelligence. The leadership understood that comprehensive call monitoring and analysis would provide the needed information. Similarly, the time to provide data and insights from the contact center to CSU customers needed to be reduced for the insights to be actionable.

Another challenge CSU was facing was related to its quality assurance processes. They were very manual, dependent on human intervention, monitoring, and reporting. The result was instances of error and imprecision. With these weaknesses, it was impossible to present quality assurance externally as an added value of CSU products and services. In addition, the company was unable to take a planned strategic step to expand the footprint of the organization by offering QA as a stand-alone service.

THE SOLUTION

To address the challenges the CSU was facing, the company adopted an innovation program targeting quality assurance capabilities. The primary objective was to transform CSU into a more competitive organization in the BPO space.

In addition to seeking to improve agent performance, CSU leadership placed an emphasis on listening to customers during calls and trying to better understand the customer experience. This was an important tool for quickly and accurately identifying opportunities for improvement that were impacting operations. The best interaction analysis, it was determined, would provide insights for both corrective and predictive actions.

With those goals, CSU performed a market review to find and assess technologies and methodologies that would meet the company's needs. Nexidia Analytics and NICE Quality Central were determined to be the solutions most able to help expand CSU's capabilities.

Remodeling Quality and Adding New Services

The joint Nexidia Analytics and Quality Central implementation was planned and executed with the guidance and assistance of A5 Solutions, a Brazilian leader in integrating communication solutions in complex environments. Primarily, CSU focused on remodeling its quality assurance offerings and internal processes.

Nexidia contributed to this effort by providing actionable analysis of every interaction, with both structured and unstructured data. The solution's sentiment analytics is applied to both speech- and text-based communications. Rapid insights, real-time data, and easy-to-use interactivity, as well as centralized administration, meant that CSU leadership was able to get customizable reports and answers to sophisticated queries at any time.

A5 Solutions constructed a deployment timeline and solution customization. This included testing several QA business models. The high capacity and analytical speed of Nexidia provides fast feedback and information for each model which is sent downstream to CSU's custom developed product, Insights, for specialized visualization of data results. The new, one-of-a-kind BPO offering includes consultation, analysis, quality assurance, and quality management deliverables based on analytics provided by Nexidia.

THE RESULTS

More Speed, Accuracy, Savings, and Success

As a result of the implementation of NICE solutions, CSU was able to improve its operations and expand its offerings. The primary measurable outcomes of the Nexidia- and Quality Central-driven optimizations were:

- **Cost savings**, as no additional resources were required to provide the additional services and products. The improvements in productivity within the Quality Team reached more than 60%.
- **Accuracy**, as Nexidia's 100% interaction capture and automated analysis mitigates the risk of human error and bias in both analysis and the quality assurance workflows. Putting in context, required headcount to execute this task would be equivalent to 400 FTEs.
- **Speed**, with the average time for interaction analysis dropping from five days to 24 hours.

CSU was able to reposition itself as the first Brazilian BPO to deliver independent quality assurance monitoring services. According to Daniel Moretto, CSU Sales Director, the improved capabilities have already directly impacted the company by helping it win two new RFPs and sell insights to its customer base.

The development of quality management was dependent on the comprehensive analytics and data capture of Nexidia, as well as CSU's decision to take action on the information gleaned from customer interactions. The two-pronged focus on performance metrics and customer experience was reflected in the achievement of the company's strategic business objectives.

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.

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