

Verint Solutions in Action

AAA Washington

A Case Study

The Company

Established in 1904 and headquartered in Bellevue, Washington, AAA Washington provides travel, insurance, financial, automotive, and renowned road services to more than 920,000 members in Washington and Northern Idaho.

Operational Overview

AAA Washington operates three contact centers, one for each of its business divisions – insurance, travel, and member services. These centers combined handle upwards of 7,000 calls a day.

Strategic Challenge

AAA Washington sought a functionally-rich, enterprise solution that would enable it to identify issues impacting the overall service it delivers to customers, as well as comply with insurance industry regulations. “We are in a constant state of improvement,” noted Janet Ryan, AAA Washington Director of Call Center Operations. “We are always looking for ways to optimize operational efficiency and the customer experience.”

The Solution

ULTRA™ with IntelliFind™ speech analytics and IntelliMiner™ performance analytics

The Bottom Line

ULTRA and ULTRA analytics have equipped AAA Washington to more readily meet its compliance requirements and customer experience objectives. Additionally, the ULTRA solutions have helped the organization achieve significant improvements in operational effectiveness.

- Reduced insurance payouts by \$100,000 per year because it is now easier to investigate and substantiate claims
- Experienced a 400% efficiency gain in agent evaluations, today performing twice as many evaluations in half the time
- Reduced the number of billing inquiry calls by identifying the reasons for high call volumes
- Increased agent proficiency and promoted greater satisfaction among customers and staff



“Only by understanding why our customers are calling can we consistently and effectively meet their needs. ULTRA has helped us stay true to our mission of delivering the highest quality customer service.”

Janet Ryan
Director, Call Center Operations
AAA Washington

Improving the Quality of Customer-Centric Operations

ULTRA is an integrated suite of recording, quality management, and analytic solutions for a broad array of business challenges, from compliance and liability to agent performance, operational effectiveness, and the customer experience. ULTRA's single platform for compliance recording, Quality Monitoring (QM), and business analytics was a key factor in AAA Washington's decision to implement the solution. Since its ULTRA implementation, the organization has experienced significant improvements in the quality of its customer-centric operations.

With ULTRA, AAA Washington has achieved a 400% efficiency gain in agent evaluations, today conducting twice as many evaluations in half the time. ULTRA IntelliFind speech analytics and ULTRA IntelliMiner performance analytics help the organization identify and focus on the interactions that matter most to its business, from customer complaints to the most frequently asked questions. An integral part of the organization's QM program, ULTRA analytics also help AAA Washington understand both the issues that impact performance and why they are occurring. As a result, issues are more quickly identified and addressed, leading to greater supervisor, agent, and customer satisfaction — as well as better QM scores.

Prior to its ULTRA implementation, the inability to access customer calls made it difficult for AAA Washington to verify the validity of disputed insurance claims. Consequently, the organization's insurance carriers paid some claims that might otherwise have been denied, while denying some claims that should have rightfully been paid. Today, ULTRA helps AAA Washington easily locate and listen to customer calls, expediting claims investigation, reducing claims costs, and greatly limiting the number of disputed claims. As a result, the organization has reduced claim payouts, investigation costs, and loss of client premiums due to denied claims by approximately \$100,000 per year.

ULTRA has also helped improve quality beyond the contact center. ULTRA analytics revealed that the organization's insurance division was handling twice as many billing inquiries from one specific insurance vendor. "ULTRA identified this issue without us knowing to even look for it," stated Dan Beach, Director of Insurance Operations at AAA Washington. "With this insight, we reduced call volume by working with the vendor to improve billing practices."



Verint.

Powering Actionable Intelligence.®

Verint® Systems Inc. (NASDAQ: VRNT) is a leading global provider of analytic software-based solutions for security and business intelligence. Verint solutions help organizations make sense of the vast voice, video, and data available to them, transforming this information into *actionable intelligence* for better decisions and highly effective performance.

Since 1994, Verint has been committed to developing innovative solutions that help global organizations achieve their most important objectives. Today, organizations in over 50 countries use Verint solutions to enhance security, boost operational efficiency, and fuel profitability.

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