

## CASE STUDY

# How leading later life lending Adviser Key, realised **6x efficiency gain** in call assessment to transform their Quality Assurance approach

**Aveni is working closely with Key to transform coverage, speed and accuracy of its call oversight capabilities, improving its ability to identify and support vulnerable customers.**

## The challenge

With a customer base of over-55s, Key is acutely aware of the need to support potentially vulnerable customers, with Quality Assurance (QA) forming an important part of this. On a monthly basis, Key handles thousands of client interactions with a typical meeting time of around 90mins.

Manual review of these calls by QA teams means only a small portion of these interactions are able to be assessed. Their existing process relied on random sampling and listening to a full call to catch any issues. Due to multiple lines of defence, at times manual reviews were being duplicated by different teams.

Key also wanted to improve the way it identified and served its vulnerable customers. Historically, identifying customer vulnerability or those who are at high risk has been the role of an adviser, requiring them to flag a potential issue for further investigation. The challenge there is that identification of vulnerability is often subjective and case reviews were lengthy.

## The solution

Key's calls are uploaded to Aveni's platform where they're turned from speech to text. Our platform uses advanced Natural Language Processing and AI and is trained with Key's data to meet their specific needs. After analysis, the data is

presented to assessors on an intuitive dashboard where they can quickly and easily navigate through calls, search them for specific terms and prioritise the review of ones that have been scored and flagged. Specific keywords and phrases can be automatically flagged and routed to the correct team at Key for review. For example, certain topics mentioned in conversations such as a bereavement or illness, may be an indication that a customer is potentially vulnerable and requires support from one of Key's 'vulnerability champions'.

## Results

*"A QA process that used to take 90 minutes per case, now takes 15 minutes using Aveni Detect"*

Feedback from QA assessors reported a significantly more efficient review process with up to **6x greater efficiency** compared to human-only assessment.

Users noted they now have greater visibility across their customers and are equipped with a tool that allows a more strategic approach to emerging trends such as those related to the pandemic.

Improvements in efficiency reflects only the early value of speech analytics. The more Key uses the platform, Aveni's embedded learning capabilities will continue to improve efficiency gains and unlock greater value across the operating model.

*"We embrace innovation at Key, and our partnership with Aveni demonstrates our commitment to using technology to consistently improve the quality of our advice, and ensure we continue to lead the market in how we support our clients. Beyond efficiency, this partnership will allow us to drive greater transparency and oversight, and help us to better identify vulnerable and other high risk customers, all of which contribute towards ensuring the best possible outcomes for our customers."*

**Will Hale, CEO of Key**