

Case Study — Interactive Voice Response (IVR)

“Where’s my refund?”

Call Containment Exceeds Benchmarks

Quickly optimizing caller self-service in IVR turned the tide for a premier banking app

In a nutshell

A banking app serving the needs of U.S. college students experienced a sudden influx of callers looking for refunds for tuition paid and financial aid disbursements. Cash-strapped students were eager to know their exact account status. The company behind the app looked to Ubiquity to respond quickly with a self-service solution that would relieve the increased burden on agents.

Challenge

College students using the Vibe mobile banking app were calling the customer service line in rapidly increasing numbers to check if their refund had already been processed, and if the funds were then available in their accounts for payments or withdrawal. The spikes led to massive queue transfers, created long wait times, and made agent interactions much less efficient.

Strategy and Solution

Ubiquity analyzed BankMobile’s Interactive Voice Response (IVR) call structure and quickly recommended a more efficient way of letting students know the status of their refund. Within a week, the team designed and deployed a customized logic module within BankMobile’s IVR that would route callers to a self-service option specifically for “Where’s my refund?” concerns. The multilingual solution was simple to use for callers, who easily found the option and were immediately forwarded to details on their refund status.

Ubiquity’s IVR team has extensive experience building IVRs on a variety of platforms including VoiceXML 2.1 platforms like Avaya Experience Portal, as well as cloud-based platforms like Genesys or Twilio. The team integrates IVR systems with any API, and they also use collected data to analyze customer journeys.

For this IVR project, Ubiquity transferred both the client’s customer data and IVR data into inTouch®, Ubiquity’s proprietary performance monitoring and management software. The team identified the primary functions of the IVR in relation to different customer behavior patterns. During the first week of the customized implementation, containment of “Where’s my refund?” calls was well over 80%, (industry average is 70%). And during the first three months, and a total of 149,332 “Where’s my refund?” calls, 83.8% were contained without the help of an agent.

For non-contained calls, the solution included an automated ticket creation function, and a web-browser URL screen pop was auto-populated with customer data within 0.5 seconds for agents. Ubiquity also provided detailed performance reporting that the bank used to confirm the success of the program. Overall, the program achieved a 12% increase in containment rate for all IVR calls, which in turn translated into 5% fewer agent transfers across the board.

Results

83.8%

Containment of “Where’s my refund?” calls

12%

Increase in containment rate for all calls

5%

Decrease in agent transfers across the board

At a Glance



Company

Offers digital-only banking services and higher education tuition disbursement services for 2 million accounts on 750 campuses..

Services

Live agent customer service, IVR, and dispute and chargeback management.

Location

San Salvador, Manila, Bacolod, and Omaha

Rapid Implementation

1 week – From issue identification... to IVR design... to full deployment

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