NICE®

TSYS®

Customer Profile:

Business Process Outsourcer

Website:

http://www.tsys.com

Location:

Columbus, GA; McDonough, GA; Sudbury, Canada

Business Need:

- Improve caller experience
- Understand caller experience through detailed feedback and call categorization
- Provide BPO clients with enhanced insights into caller state of mind
- Improve Net Promoter Score (NPS) for BPO clients

NICE Solutions:

- NICE Interaction Management (NIM)
- NICE Voice of the Customer
- NICE Interaction Analytics
- NICE Workforce Management

The Impact:

- Implemented surveys, post-call feedback, and call lexicons to better track customer experience
- Achieved 19 point rise in one client's NPS
- Maintained several clients' NPS above industry average
- Reduced the dissatisfaction rate in a key service area from 26% to just 5% of callers

On The NICE Solution

"Now we understand why customers are feeling a certain way and can do root cause analysis that allows us to implement or recommend policy modifications to meet customer expectations."

- Anthony Chang, Business Analyst, TSYS

About TSYS

TSYS is one of the world's largest payment solutions and services companies. Since entering the payments space more than 30 years ago, TSYS has evolved from supporting and servicing bank card issues and bank acquires, to directly touching hundreds of thousands of merchants and millions of consumers.

TSYS is a global, publicly traded company with operations in more than 80 countries, including many of the world's most high-growth emerging markets. TSYS provides electronic payment services to financial institutions and companies around the globe with a broad range of issuing and acquiring payment technologies, including consumer, credit, debit, healthcare, loyalty, prepaid, chip and mobile payments.

The Challenge

Over the course of three decades, TSYS has grown from a behind-the-scenes player in payment processing, to a powerhouse that helps process almost 49 million transactions every day. In the early days of TSYS' payment processing business, the company had only to manage relationships with hundreds of financial institutions. Today, TSYS' diverse payments business touches the lives of hundreds of thousands of merchants and millions of customers. The company employs 2,000 agents, responsible for a total annual call volume of 7.7 million.

TSYS knows the importance of keeping pace with customer expectations in an increasingly competitive, service-driven world. The organization wanted to better understand how callers were impacted by the customer experience during every contact, both for its direct clients as well as in its role as a business process outsourcer for card issuers. "We believe payments should revolve around people, not the other way around, and that is why we try to provide excellent customer service," says Anthony Chang, Business Analyst, TSYS. "We knew it was time to transition to a focus on customer experience."

Gaining deeper insights required more than simply recording calls. TSYS wanted to include the voice and sentiment of the customers directly in its own decision-making, and make that information available to clients as well. "Our clients were interested in knowing their customers' perceptions, and wanted to be aware of opportunities within their own products," Chang says.

The Solution

TSYS knew that audio recording alone was not enough to provide the full scope of customer insight necessary to improve customer experience. Instead, they wanted to listen to the total voice of their customers. By pushing out after-call surveys and integrating feedback comments into call center reporting, TSYS now understands how end customers perceive their agent interactions, and how those interactions affect their propensity to stay loyal and recommend services to others.

Building lexicon categories to classify calls and callers by type also helps TSYS better understand the customer experience over time, and flag high-priority items for prompt resolution. Categorizing by repeat caller enables TSYS to identify how policies and procedures can be improved to promote faster resolution. Classifying calls from dissatisfied customers helps TSYS and its clients collaborate to reduce churn and reach better customer outcomes. "Now we understand why customers are feeling a certain way, and can do root cause analysis that allows us to implement or recommend policy modifications to meet customer expectations," Chang says.

Acting on insights from NICE's Voice of the Customer and Interaction Analytics solutions has helped TSYS make rapid and tangible improvements in customer experience. Customers are reporting lower dissatisfaction with key service areas. In one lexicon category, over 25 percent of all calls were being classified as "dissatisfied customers." Today, only 5 percent of all calls are classified in that manner.

Better customer experiences are also translating into greater support and enthusiasm for the services provided by TSYS on behalf of its corporate clients. Net Promoter Scores (NPS) for several TSYS clients are above the credit card industry average. One client's NPS climbed 19 points over a 12 month period.

"NICE has fully supported TSYS' customer experience journey with on-site consulting as well as remote, live consultations. NICE's consultants make sure we know how to utilize the system to its maximum capacity."
- Anthony Chang, Business Analyst, TSYS