



Customer Profile:

Credit Reporting

Website:

www.transunion.com

Location:

Global

Business Need:

- Save time
- Reduce costs
- Improve customer experience
- Operational efficiency
- Increase brand equity

NICE Solutions:

- Nexidia Analytics

The Impact:

- 100% of interactions analyzed
- \$18,000 estimated potential annual savings
- Reduced risk of human error
- Improved performance
- Preemptive media engagement
- Improved brand equity among business clients

On The NICE Solution

"Nexidia Analytics provides powerful insights, relieving the common worry of 'missing something' in customer sentiment and agent performance reporting."

- David Pardini, Senior Quality Analyst
& Administrator, TransUnion

About TransUnion

TransUnion is a leading global provider of risk and information solutions such as consumer reports, risk scores, analytical services and decisioning capabilities. Businesses embed its solutions into their process workflows to acquire new customers, assess consumer ability to pay, identify cross-selling opportunities, measure and manage debt portfolio risk, collect debt, verify consumer identities and investigate potential fraud. For individual consumers, TransUnion solutions are used to view credit profiles and access analytical tools to understand, manage and secure personal information. The company has a global presence in more than 30 countries and a leading presence in several international markets across North America, Africa, Latin America and Asia, with corporate headquarters in Chicago, Illinois, and regional headquarters in Hong Kong, Mumbai, Toronto, Johannesburg, Colombia and Brazil.

TransUnion serves a customer base of over 65,000 businesses and manages a consumer credit database of 1 billion people. TransUnion has 5,000 employees in 30+ countries. The company uses Nexidia Analytics to analyze 5.5 million calls annually being handled by up to 800 call center agents across six contact centers.

The Challenge

TransUnion is always on the lookout for how it can improve processes, making them faster and, in turn, save money in operations costs. In addition, the company considers how such optimizations can impact and improve customer experience and increase its brand equity.

To this end, TransUnion is constantly carrying out time and motion studies within the organization. Eventually, such studies showed that manual quality assurance (QA) processes for aspects of call center interactions – such as greetings, closing, upselling, etc. – could be automated for greater speed and effectiveness. Moreover, automation would increase QA objectivity and thoroughness, as well as mitigate human error that was otherwise unavoidable in review requests and rework.

In addition to a QA optimization, TransUnion determined that it had to devote resources to stay on top of news and social media in the company's general business environment, in order to gauge general public sentiment, potential risks, and other forward-looking analysis. For specific customer experience analysis, survey information and a 5% feedback rate were not enough. There was a need for a more systematic approach to both granular and trend-based business intelligence, as opposed to the pure serendipity, guesswork and individual agent reports on incoming calls.

Finally, disjointed data sources made it difficult to create clear and comprehensive reports on call and business analytics.



The Solution

TransUnion sought a solution that could automate and deepen quality review, which requires robust interaction analytics. The more interactions reviewed using such a solution, the more objective, accurate and effective the QA outcomes. As a result, agents are more productive and quality is more consistent across the company.

Nexidia Analytics was found to be the most comprehensive solution for analyzing all interactions and agent behavior. With omnichannel capabilities, it provides sentiment analytics for both speech- and text-based communications. As for implementation, the NICE Nexidia solution is easy to build and manage, with a single, uniform administration tool and customizable scorecards and reports.

TransUnion Leverages Analysis and Innovation

TransUnion used Nexidia's Managed Analytics Services to categorize its contact center calls. As the company's business needs and structure changed, it developed new custom categories within Nexidia to provide more precise information and data for future analysis.

Nexidia Analytics' sentiment analysis gives TransUnion the capability to systematically understand customer experiences during all their interactions, as well as their overall satisfaction levels. Moreover, Nexidia provides a trend analysis that TransUnion is using to identify developing patterns in customer interactions.

By monitoring interaction trends and linking the data to specific contact center agents, Nexidia is also providing TransUnion with valuable, personalized performance information. Monthly reviews of this data indicate changes in agent metrics and help identify weak points.

In addition, TransUnion used Nexidia's AI-based Discovery feature to gather and analyze external social and popular media simply, cleanly, and consistently. The flexibility of the solution allowed the company to develop a customized query to monitor for negative sentiment and identify its source. The query results are checked every day, tracking changes to be able to react quickly.

Tackling One Remaining Challenge

Leveraging Nexidia Analytics capabilities, TransUnion was able to once again develop its own creative solution for combining valuable NICE Nexidia analysis with data from other sources (in a "data lake"). The company is able to get the most out of Excel and Tableau to create comprehensive reports that are useful to company leadership. Nexidia reports detailing metrics selected to meet the needs of defined stakeholders are created and automatically delivered, in a tabulated format, to an external, accessible shared space. The analytics are then cleaned up and organized for

consistency and clarity, preserving the transparency needed to identify the original raw data. Finally, the report is live-linked to the Tableau reporting tool.

The Four V's that Drive Performance and Consistency

Nexidia Analytics completely addressed the 4 V's of data analysis: Velocity (the pace of incoming data); Volume (the amount of data generated); Veracity (transparent, objective analysis); and Variety (omnichannel sources, structured and unstructured). The results for TransUnion were rapid and impactful.

- 100% of interactions are now analyzed for quality, with deep sentiment and trend analyses identifying drivers of customer satisfaction.
- An estimated savings of \$18,000 per year was identified as potential savings via Nexidia from the automation of QA scoring of greetings, closings, and upselling. TransUnion intends to implement this in 2019.
- Automation of review requests and rework analytics eliminates the risk of human error.
- QA agents are relieved of routine activities, allowing them to focus on other aspects of the business.

Interaction analytics provides valuable data for performance metrics such as occupancy rates, call volumes, AHT, sentiment, and more. Granular analytics also helps identify who needs additional training or coaching.

With the Nexidia-driven media monitoring feature, TransUnion has been able to detect, prevent and debunk hostile communications. Moreover, the company reacts proportionately based on the data, not on assumptions.

The use of Nexidia has also increased TransUnion's brand equity among business clients. It is an important value for these clients, as it indicates TransUnion's commitment to deep analysis and providing the most dependable product.

Expanding Nexidia's Impact

With Nexidia's capability to adapt to the environment, TransUnion is constantly changing and improving the way it is leveraged. The company is planning to centralize data even further going forward, so Nexidia Analytics can directly share its insights, analysis and data across the entire enterprise. The work done over the past two years in all the aspects named above has created the justification to expand Nexidia's impact with the two additional FTE resources to allow for more robust involvement with business partners.

About NICE

NICE (Nasdaq: NICE) is the worldwide leading provider of both cloud and on-premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com