

Voice of Advisor Enhances User Experience

Cognitive computing dials up decision making



Success Story

“ The Voice of Advisor BOT gave us an effective tool to measure and improve user experience. – Executive Director, Wealth Management ”



CLIENT PROFILE

The client is a multinational investment bank providing Wealth management services to millions of customers from their application environments. They wanted an automated platform astute enough to capture a Financial Advisor’s opinions and use that very information to better the Advisor’s experience.

CHALLENGE

A program would have to identify valuable information in conversations to interpret user intent. Automation in an Advisor tool would have little benefit if not engaging thinking abilities such as recognizing patterns and context. Moreover, captured conversations had to stored away correctly to improve future conversations. What was required was a cognitive automation solution with the power to analyze massive amounts of unstructured data from voice and text to derive a superior experience.

SOLUTION

The Voice of Advisor (VOAger) BOT provided a real-time conversational interface with support from VOAger Pulse for graphics and charts.

- Added Natural Language Processing (NLP) techniques to support the business i.e. Wealth Management context
- Used heat maps and dashboards to report Investment Advisor experience
- Measured Happiness Index, Satisfaction Scores, Adoption Index
- Brought in Omnichannel capability

BENEFITS

Enhanced Experience

With heat maps & dashboards

Indices

To measure User Experience

Domain Support

Using NLP

“Natural Language Processing was very useful in sentiment analysis and to understand the Advisor’s actual intent.”

– Iris AI Professional

ENVIRONMENT

- Python
- TensorFlow
- MS LUIS

About Iris Software

Iris (www.irissoftware.com) is a professional software services organization providing its customers with high-quality, cost-effective solutions and developing mutually beneficial relationships. Iris does this through comprehensive solution offerings with best-of-breed technologies, rapidly deployable solutions, flexible engagement models and proven methodologies. This allows customers to focus on their core competencies, and concentrate IT resources on projects that directly impact their bottom-line.

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