Case study: **Employsure** retains customers and maintains compliance with daisee

employsure
workplace confidence

By reviewing 100% of inbound calls faster and more accurately, and leveraging AI to identify calls that require immediate human interaction.

Based in Sydney, Employsure provides workplace relations support to more than 27,000 businesses in Australia and New Zealand. With an unprecedented increase in inbound calls (largely attributed to small and medium businesses battling the challenging economic environment) Employsure needed a solution to ensure phone-based agents were not only adhering to regulatory standards, but also offering customers the best possible advice and service.

Employsure embarked on a stringent due diligence exercise to choose the right solution, ultimately choosing daisee for the superior technology demonstrated.

"While reviewing our options, we really put the technology through it's paces, evaluating daisee against the industry heavyweights." David Oxley, Head of Solutions, Employsure Pty Ltd

Challenge

Unprecedented growth and increased regulatory compliance requirements required 100% of calls to be reviewed and escalated where necessary.

Solution

With daisee, 100% of inbound calls are monitored. Calls are scored and triaged. This allows the internal risk and compliance team to review and intervene only when necessary.

Results

Reduced risk through 100% compliance with regulatory standards
Improved customer retention through early intervention
Improved brand reputation

Before daisee

- Calls were reviewed manually and were susceptible to human error.
- Only a small percentage could be accurately reviewed.
- Unchecked calls posed a risk of non-compliance with regulatory standards.

With daisee

- 100% of inbound calls are monitored. Around 5% of calls are flagged by daisee as potentially non-compliant and escalated to the risk and compliance team. Only around 1% of these require manual intervention.
- Calls are quickly and automatically triaged using a predetermined scorecard.
- The system uses semantic and non- semantic techniques. This not only identifies problematic words or phrases, but also flags inferences and inflections beyond simple matching. While sentiment scoring has proven to be an accurate predictor of customer satisfaction for example, daisee also pinpoints the exact behaviours that lead to poor customer sentiment.
- Customer dissatisfaction is identified early, resulting in early resolution and improved customer retention.

What's next?

- Improvement in mental health of call agents, by identifying highly emotive and potentially distressing calls and moderating agent's exposure levels.

"We have placed a lot of trust in daisee, not only in the technology, but in the team as a whole. They've not let us down. I've been impressed with their professionalism and investment in helping our business succeed. We look forward to working with them on the next stage."
David Oxley, Head of Solutions, Employsure Pty Ltd

Following the successful implementation of daisee across all inbound calls, Employsure's next step is to implement daisee across all outbound calls, thereby achieving the company goal of monitoring 100% of all sales calls.