



# Mortgage and loans enquiries

**INDUSTRY:**  
Retail Banking

**THE CHALLENGE:**  
To reduce cost and enable agents to add more value. With many low-value inbound telephone enquiries such as checking on mortgage application progress, loan balances and so on, agents' time was not being spent efficiently and appropriately.

**THE SOLUTION:**

- *Application SCE Tool:* Vicorp xMP
- *Application Runtime Platform:* Vicorp xMP
- *Media Server:* Nortel MPS
- *Application Server:* BEA Weblogic
- *ASR Engine:* Nuance OSR

## The challenge

The customer is a major retail bank with a diverse calling community, including customers, staff and third parties such as brokers and solicitors who need access to information and services related to new and existing mortgages. These callers phone in for a variety of reasons for example checking on new mortgage applications and enquiring about their portfolio, which may contain more than one product (for example, buy-to-let).

Many of these calls were taking up valuable call centre agent time and not adding value to the enquiry.

## The solution

In order to reduce the high number of low-value calls coming to agents, the bank introduced a speech self-service solution. Initially the call centre activity was monitored and analysed to find the most suitable calls to automate – those that would reduce cost to serve at the same time as improve the customer experience.

The self-service offerings can be accessed from a single telephone number and the callers are able to perform some of the following operations depending on their level of access:

- Mortgage balance/arrears enquiry,
- Mortgage application status check,
- Making a payment, whether due or an additional payment if allowed.

These mortgage and loan related services have been implemented as a set of speech recognition component services that are built into a single deployed unit linked to a single incoming DNIS (Dialled Number Information Service).

The different caller types all authenticate themselves through different paths within the service and are then presented with shared menu structures with limitations to the service based upon the caller type. The caller is therefore able to quickly and easily navigate their way through the system and access the service they are searching. Should the bank need to modify the limitations or other system parameters this is possible in real time through Vicorp's Open Designer (xMP).

**THE BENEFITS:**

- Improving caller experience
- Freeing up agent time to deal with higher value, more complex and interesting calls
- Streamlining of services within the contact centre
- Cost saving

Integration with the bank back office data systems is via mid-tier components, accessed via WSDL (Web Service Definition Language) interface web services natively from Java.

If a caller wishes to perform a non-automated operation or in the event of the caller having problems using the service they can be transferred to a relevantly skilled call centre agent. All transfers into the contact centre deliver a screen pop-up with pertinent data collected during the call within the IVR to improve the caller experience.

**The benefits**

There are several benefits to be gained by automation such as:

- Improving the customer/caller experience by providing a consistent, easy-to-use and reliable mechanism for them to perform routine tasks and reach the most suitable agent to help with their query
- Improving the agents' daily work by reducing or eliminating dull and repetitive tasks for example identification and verification or account balance
- Improving overall operational efficiency within the contact centre
- Reducing cost to serve

**Moving forward**

The mortgage and loans self-service options are part of a range of services on offer to this retail bank's customers. Due to the success of this and other applications the bank is always looking to innovate and improve their service to their customers.

## Contact us

119-120 High Street, Eton, Berkshire, SL4 6AN, UK

Tel: +44 (0)1753 838 420 | Fax: +44 (0)1753 838 421 | Email: [info@vicorp.com](mailto:info@vicorp.com) | [www.vicorp.com](http://www.vicorp.com)