

# How to use Speech Analytics to improve the digital customer journey

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# About Topdanmark Insurance

## FACTS

Second largest insurance company in Denmark

Founded 1889

Two brands: Topdanmark and Danske Forsikring



## PRODUCTS

Private (house, car, injury, pet, etc.)

Business

Agriculture

Life, health and pensions



## NUMBERS

2.700 employees

900 callcenter agents

3 locations

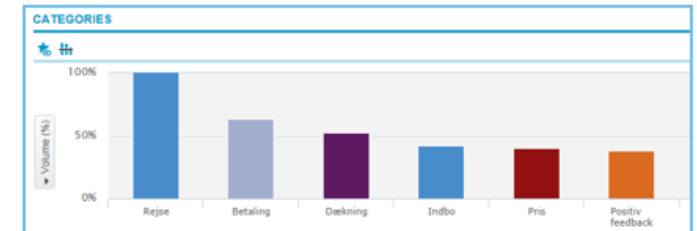
2 mio. inbound calls

1 mio.+ customers

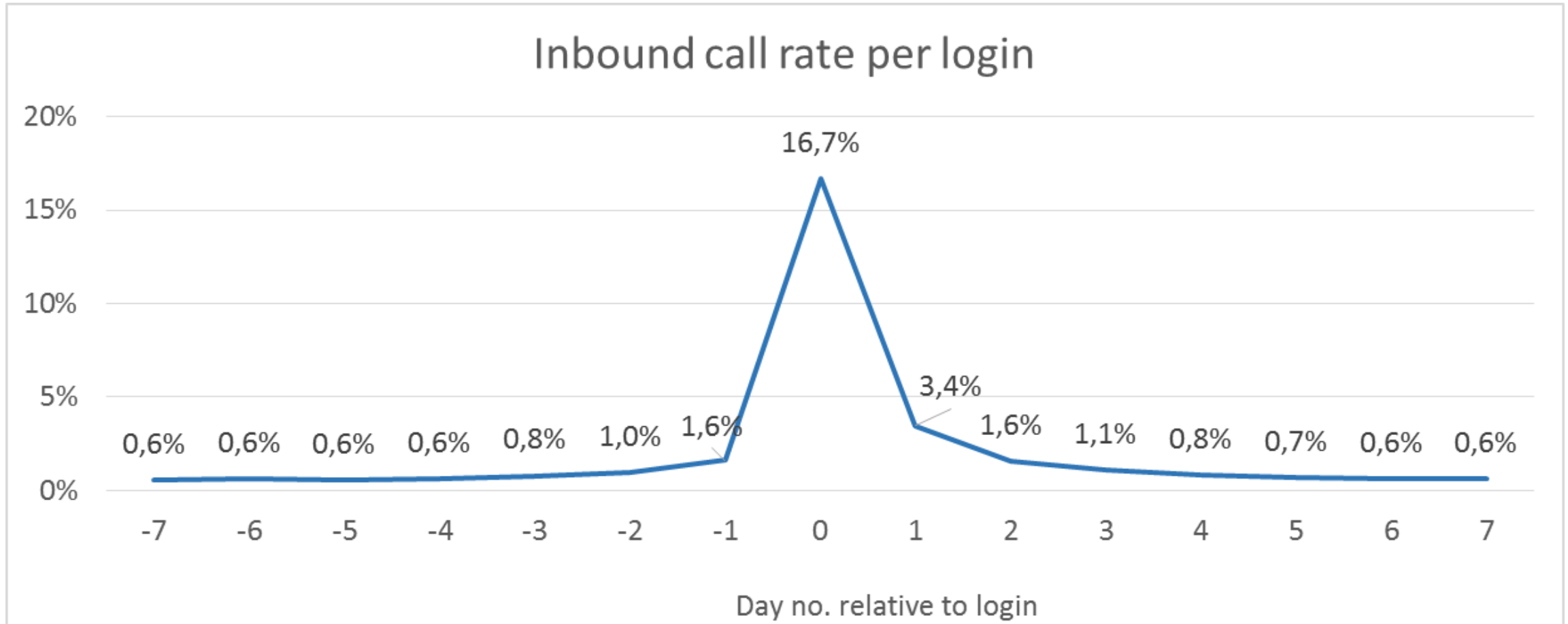
# What does Speech Analytics do?



00:01		kundecenter
00:03		det er jeg ringer fordi jeg skal have en <u>rejseforsikring</u> og så skal du høre når man har <u>indbo</u> hos jer kan du så ikke noget <u>net</u> så kan man få en <u>rejse</u> forsikring
00:21		altså
00:22		det var
00:23		jamen det er fuldstændig rigtig man det der er i hvert fald man skal have en <u>indboforsikring</u> for man kan få en <u>rejseforsikring</u>

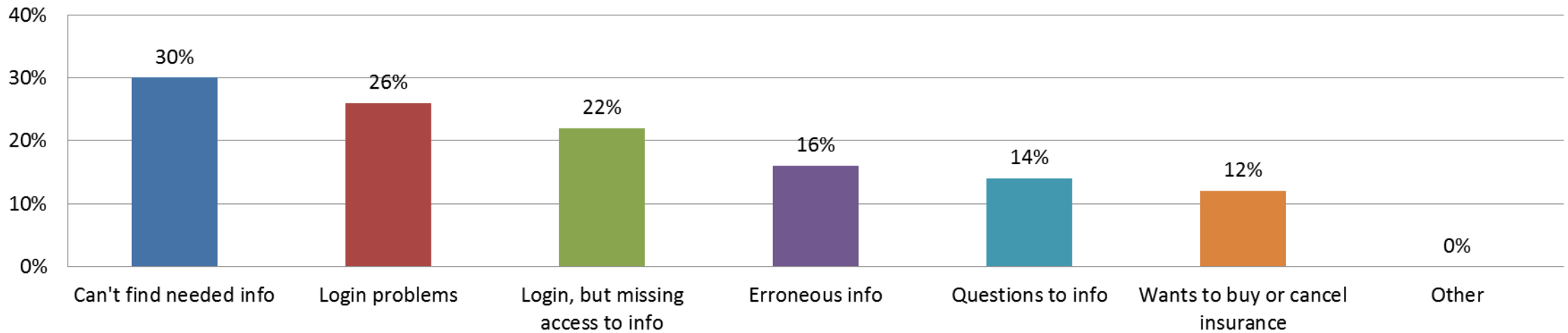


# Question # 1: Why do self-service customers call us?

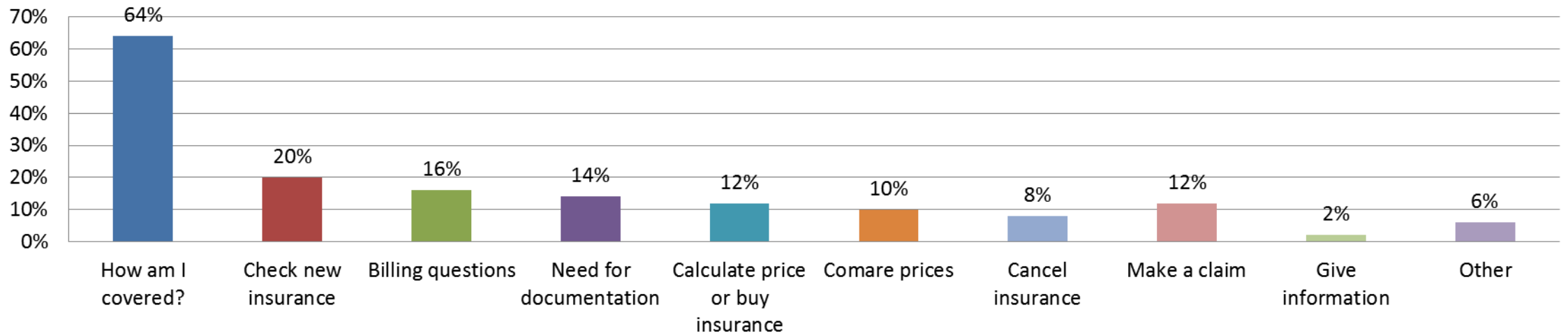


# Analyse calls from self-service customers

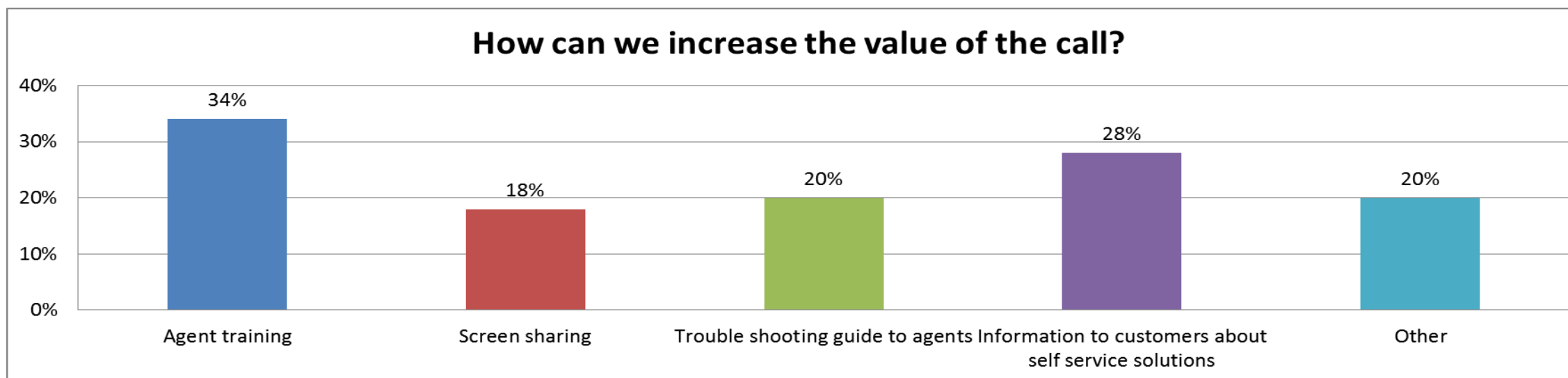
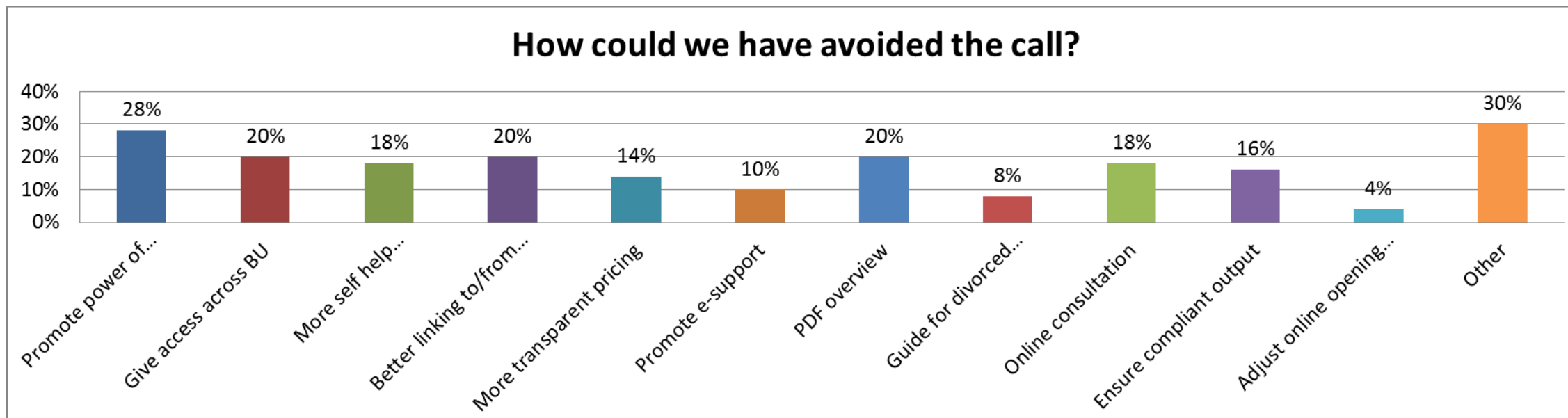
## Background cause for calling



## Customers' purposes for calling



# Define solutions and make recommendations



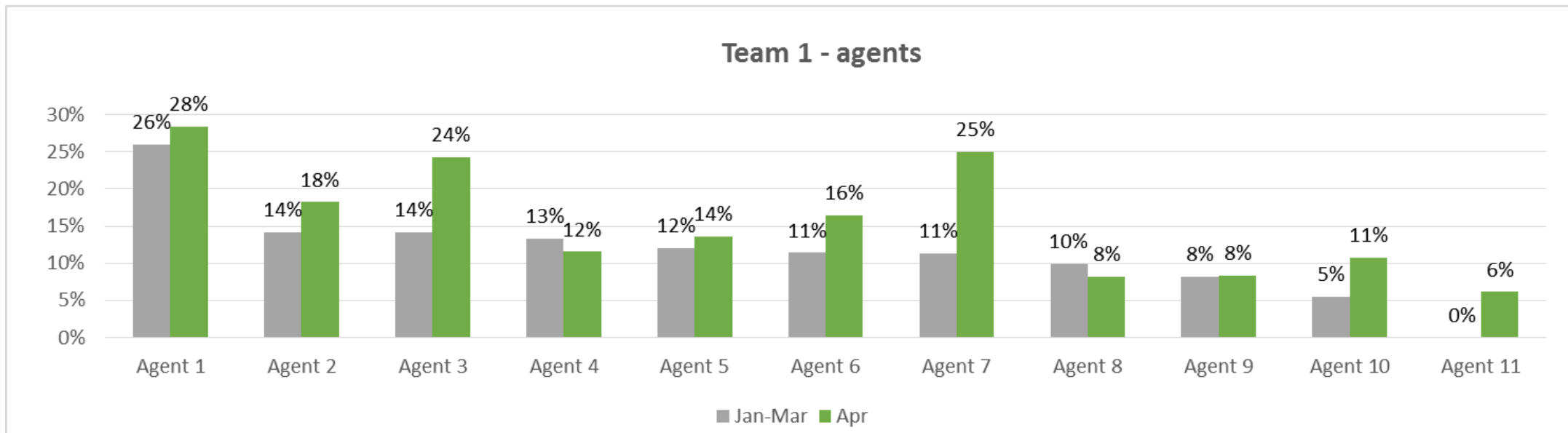
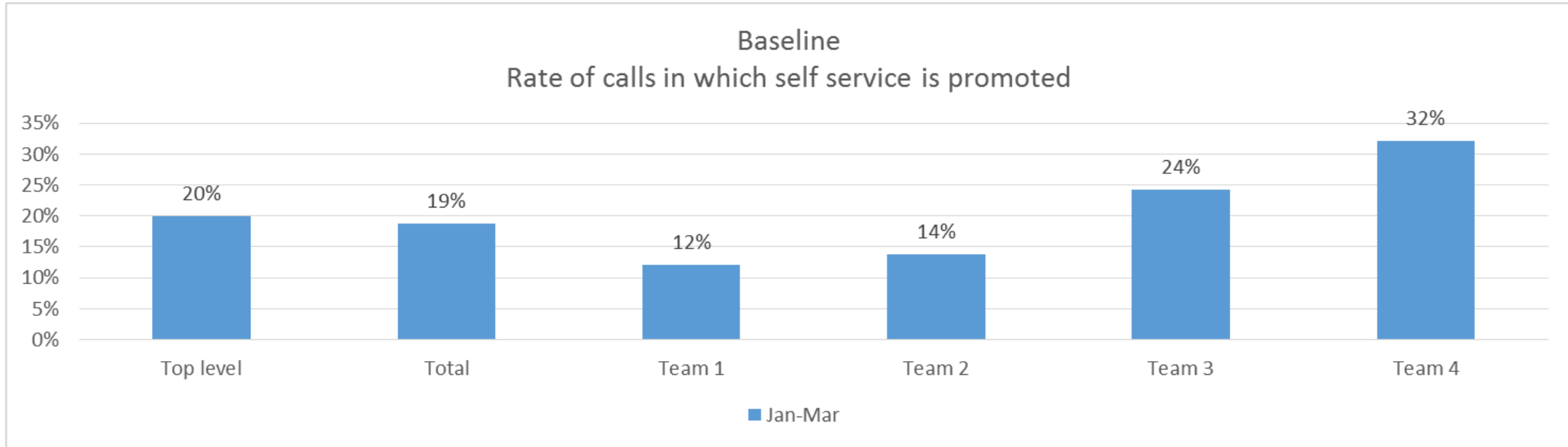


## Questions # 2: How good are agents at promoting self-service?

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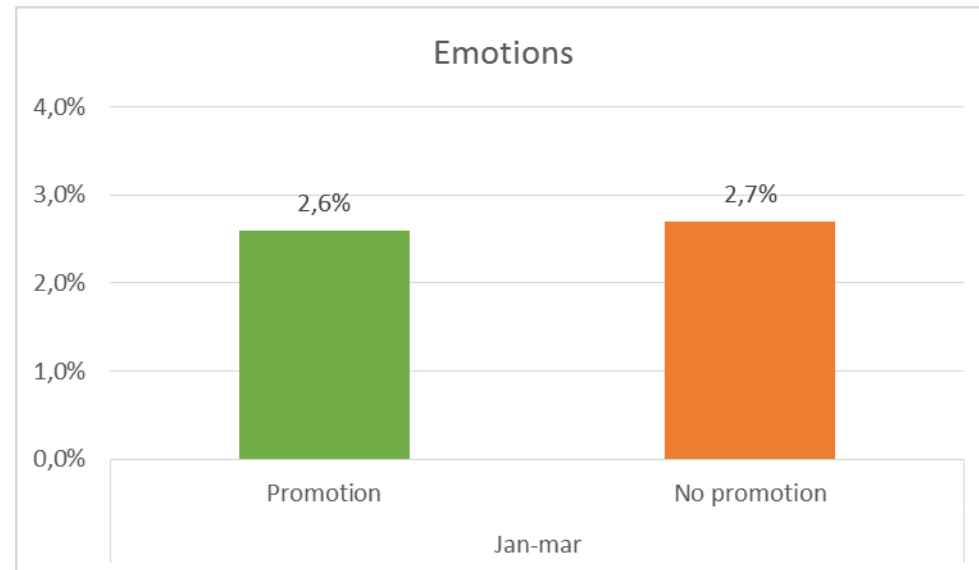
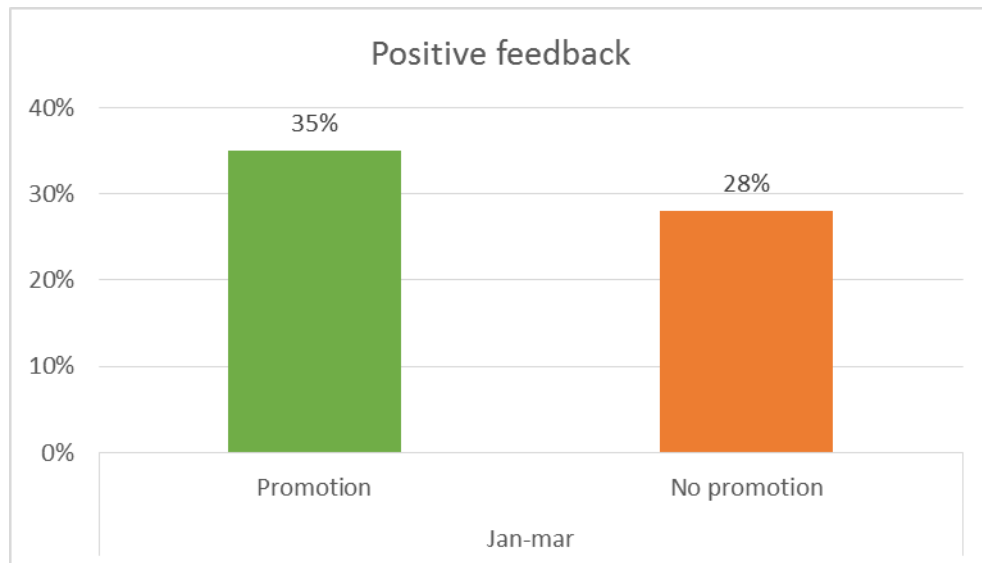
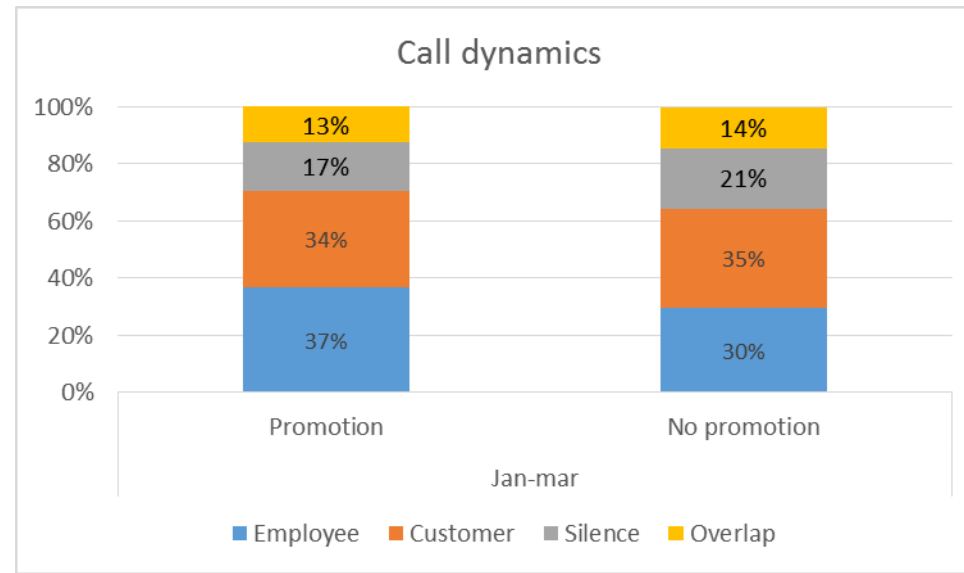
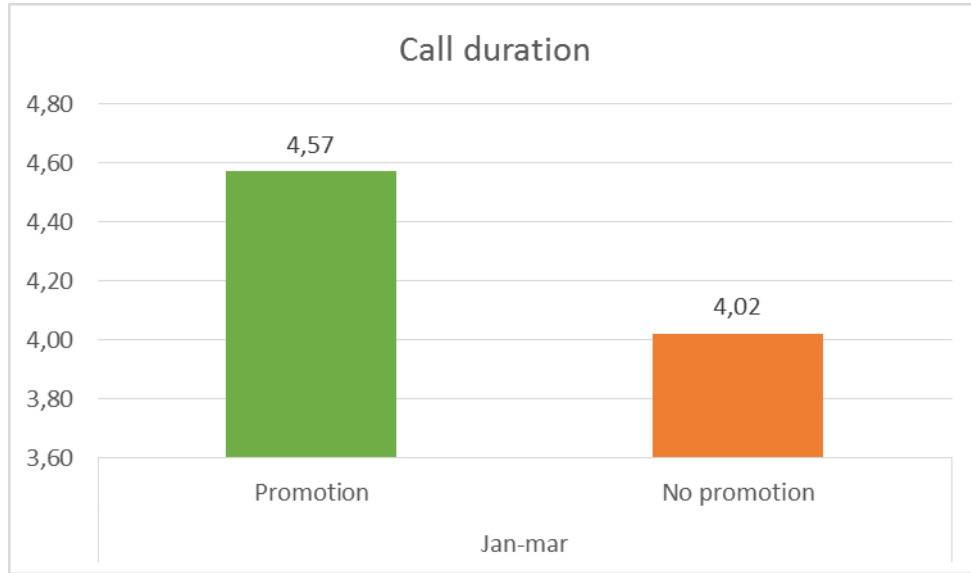


# Document and track the promotion call rate





# Identify characteristics of Promotion vs. No promotion calls



# Analyse calls, get insights, make recommendations

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