

Predictive analytics helps increase NPS by nearly 20% in only two months despite unexpected call spikes during COVID-19.



GOAL

With more than \$6 billion in assets and a consistent 20% annual growth rate, Idaho Central Credit Union is the state's premier credit union, serving the needs of over 425,000 employees, students, retirees and family members of eligible members of a large variety of business entities, including all Idaho counties.

While growth is vital to its success, the credit union remains focused on its mission—"Helping Members Achieve Financial Success"—by providing exceptional service and diverse products to membership. That's why—despite an already-impressive contact center Net Promoter Score (NPS) of 65-75%—Idaho Central contact center leaders set three aggressive goals for its organization for 2020:

- Grow NPS to 80-90%
- Improve quality assurance scores by half a percentage point
- Increase overall sentiment by 10%





ANALYSIS & KEY FINDINGS

Contact center leaders quickly discovered the weekly, Excel-based “scorecard” email sent to agents wasn’t read by or motivating to most of them.

Leaders knew they needed a better way to make real-time quality and sentiment scores—as well as predictive NPS—available on demand to all contact center agents and supervisors in order to hit their 2020 goals.

SOLUTION

First, leaders used Calabrio’s predictive analytics to analyze metadata captured from more than 1,000 calls possessing NPS feedback in order to determine predictive NPS scores for each agent.

Then—to replace the outdated, ineffective scorecard delivered via email—Idaho Central built a new, online dashboard easily accessible by any agent or supervisor at any time. User-friendly and highly visual, the dashboard graphically presents critical, specific information regarding each agent’s real-time quality scores, overall sentiment data and predictive NPS.

RESULTS

With actionable data and real-time analytics at their fingertips, Idaho Central contact center agents now can self-assess their customer interactions at any time, then autonomously improve their quality and service as needed, on their own.

As a result of its predictive NPS and real-time dashboard deployment, Idaho Central grew positive NPS by 19%, to 92%. This achievement exceeded 2020’s set goal of 80-90% and increased by 104,000 the number of Idaho Central members who are NPS promoters—a particularly impressive feat considering the unexpected and above-average call volumes caused by COVID-19.

↑ IMPROVED NPS BY 19%

↑ ACHIEVED 92+ NPS

↑ 104K NEW NPS PROMOTERS

“We’re projected to receive more than a million phone calls this year, so predictive analytics tells us an NPS of 91% means 910,000 of those total calls will result in positive promoter scores.”

– BRIAN BUNDERSON, MEMBER CONTACT CENTER MANAGER

