

## Chilean Financial Services provider

*A complete solution for AI speech analytics and reporting!*

### At a glance

Our third pilot was with one of the providers of Financial Services in South America (Chile). We managed to automate 50% (13 out of 25 metrics) of the quality assurance process. There is a clear outline of how we can automate the remaining simple metrics with the same approach. Most importantly, this pilot proves the scalability of the technology to different languages.

### KPIs

For this pilot, the most important KPI was to make sure that not only all calls are analysed, but also that they are analysed close to human evaluators (Maximum 10% difference)



#### MORE METRICS

From 4 evaluation metrics used - move to 13



#### HUMAN-LEVEL QA

Achieve close to human-level accuracy on the established metrics



#### TOTAL ANALYSIS

Increase the percentage of the calls analyzed from under 1% to 100%

### CHALLENGES

- Only 4 metrics are being monitored continuously (25 are desired) due to the small QA team
- 2%-3% of the calls are being analyzed
- Chilean Spanish is difficult to transcribe with higher accuracy

### SOLUTIONS

In this pilot, we proved that our technology is scalable across the languages by delivering a pilot in Chilean Spanish. Oxus.AI has trained the ML models that achieved a 7.1% Character Error Rate on transcribing the calls. Once that has been achieved - together with the client we set up the needed metrics to perform the automated QA on their calls. As agreed for the pilot, we automated 50% (13 metrics) and presented the results. The model solution at 95% accuracy compared to the human evaluator on those 13 specified metrics.



**Custom Approach**



**Proprietary Technology**



**Human-level Accuracy**

### RESULTS

1

**100% of the calls analysed according to the QA standards**

All the provided calls were analyzed using 13 metrics discussed previously. That was the first "Total Analysis" of the call center in the history of the company.

2

**Detection accuracy >90%**

Our accuracy in character detection is 92.9%. The error rate was slightly higher compared to the previous pilots, which is connected to a smaller amount of the data available for up-training.

3

**Reduce the feedback loop from 2-4 weeks to < 1 day**

As before, Oxus helped the feedback to be shorter than 24. Which allows for better coaching of the agents.



Oxus.AI



<https://www.oxus.ai/>



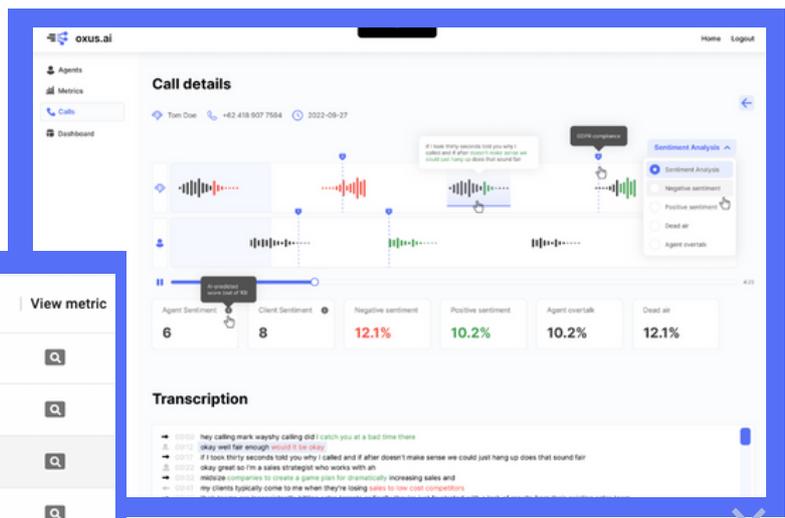
Vilnius, Lithuania, EU

We have transcribed and delivered the feedback on 1365 calls. That would have taken around 250 hours if to do it manually

Some visuals of how Oxus.AI looks right now

## RESULTS

- 4 **Let the QA people focus on the other tasks**  
Given the fact that for the focus group all calls were monitored by Oxus, QA specialists were able to dedicate around 2 more hours every day to coaching the agents.
- 5 **95% accuracy on the metrics detection.**  
Our solution will detect all the keywords and phrases with 95% accuracy compared to the human evaluators, which exceeded the expectation of 90%



| Name                | Performance | Correlation | View metric |
|---------------------|-------------|-------------|-------------|
| Business Impact     | 54%         | 0.66        |             |
| Intro               | 63%         | 0.664       |             |
| DM Verification     | 37%         | -0.298      |             |
| Ask for the Meeting | 27%         | 0.302       |             |

**Metrics**

Double click performance or comment column to edit it.  
To sort columns, hover over the header.  
To notify about potential errors, click **Flag error** column.

| Status | Name                | Time (min:sec) | Label on track | Performance (%) | Comment | Flag error |
|--------|---------------------|----------------|----------------|-----------------|---------|------------|
| 🚫      | GDPR Compliance     | N/A            | 1              | 40%             |         |            |
| ✅      | Intro               | 0:21           | 2              | 100%            |         |            |
| ✅      | Needs Discovery     | 0:42           | 3              | 95%             |         |            |
| ✅      | Business Impact     | 2:00           | 4              | 100%            |         |            |
| ✅      | Ask for the Meeting | 2:11           | 5              | 100%            |         |            |
| ✅      | DM Verification     | 3:14           | 6              | 100%            |         |            |