



How to  
**transform CX**  
with  
**VoiceAnalytics**



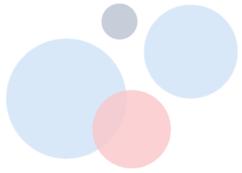


## Transform CX, Put Customers First

Becoming customer-centric is one of AEGON's strategic objectives. To better understand customers and to offer superior service to them, AEGON Hungary chose Xdroid's Voice Analytics. They used the solution to assess and analyse calls/voice interactions with customers. With transparent statistics, analytical capabilities, keyword spotting, TNPS integration, and insight learning, VoiceAnalytics soon emerged as an asset for their Quality Management Department.

“ It perfectly responded to our needs to improve quality control and transform customer experience. ”

Beáta Steigerwald,  
Quality and Traffic Control Manager



## Transform CX by Focusing on Quality

An indicator of AEGON Hungary's superior customer experience is the low average time in queue. Our client however still wanted to have a better view of what happens once the call is answered. Previously, the quality control team could only listen to 1-2% of the calls, particularly those with exceptionally short or long duration. After the introduction of VoiceAnalytics, the team can analyse calls on a larger scale. Xdroid helped set up alerts, for example, for low emotion index, around 15 calls are flagged each day. The quality team can now focus on these problematic conversations and take follow-up steps.

## Transform CX through Employee empowerment

At AEGON Hungary, agents and back-office employees have access to the analytics of their own calls, which allows them to feel that they are part of the continuous process improvement. It imposes less control and more direction and training. VoiceAnalytics is used as a non-sanction tool and part of the promotion scheme because it provides an objective viewpoint on the agents' achievements. After analyzing each agent's performance with Xdroid, AEGON Hungary now provides tailored vocal and speech coaching twice a week for those who need it.



## Transform CX with Efficiency and set New Objectives

Analyzing average conversation time, void, and music periods gives a great opportunity to improve the contact center team's performance and transform the customer experience. AEGON decreased AHT by 19 seconds and saved 263 hours of work per month (January-June 2016, compared to the May 2015 baseline) by reducing the idle moments (silence and music), at the same time this saved valuable time for customers by providing faster service and the ease of interaction.

But should short calls be the main objective? Beáta and her team looked deeper into the assumption that the shorter the call, the higher the NPS and the findings from VoiceAnalytics, establishing the optimal duration for the calls that allow customers to be heard and provided with answers and adequate information.

## Transform CX by Analysing TNPS

At AEGON Hungary, the CRM team discovered novel methods of analyzing the root causes of TNPS by connecting survey results to conversations. It turned out that amongst the detractors, there are more negative emotions and non-productive periods. By focusing on reducing unnecessary waiting times and calming the displeased customers during conversations, they positively transform customer experience and TNPS feedback. Although this correlation may be evident, now AEGON has a way to influence this KPI at the call level.



# Winner of Best Innovation Award

AEGON's philosophy is: "We all gain by sharing, and by identifying repeatable processes and initiatives, we can become more efficient and save costs". Best practices are shared throughout the AEGON world at the Global AEGON Awards, where an independent jury of experts assesses how people, initiatives, or teams embody corporate purpose, strategy, and core values with a straightforward story and proof of impact. In 2018, AEGON Hungary won the Best Innovation Award with Xdroid's VoiceAnalytics & touchpoint NPS for implementing new and genuinely innovative processes. Beáta Steigerwald commented,

"We are now fully conscious of the strength of VoiceAnalytics and are the knowledge leader in the adaptation of speech analytics software at Aegon globally. We continue to work together with Xdroid on new capabilities, and we are looking forward to the real-time coaching that Xdroid is developing."



Photo: Aegon Hungary wins Best Innovation Award with Xdroid's VoiceAnalytics & touchpoint NPS at The Global Aegon Awards (The Hague, 2018)

## About AEGON

AEGON entered the Hungarian market in 1992 when it acquired a state-owned insurance company. Over the years, the business has grown to include investment fund management, general insurance, asset management, and pension fund management. Today, Hungary is AEGON's biggest business in Central Europe and a springboard to other countries in the region.

Aegon has operating companies in approximately twenty countries worldwide.

Products: Pensions, Life insurance, Non-life insurance

Number of employees: 1125

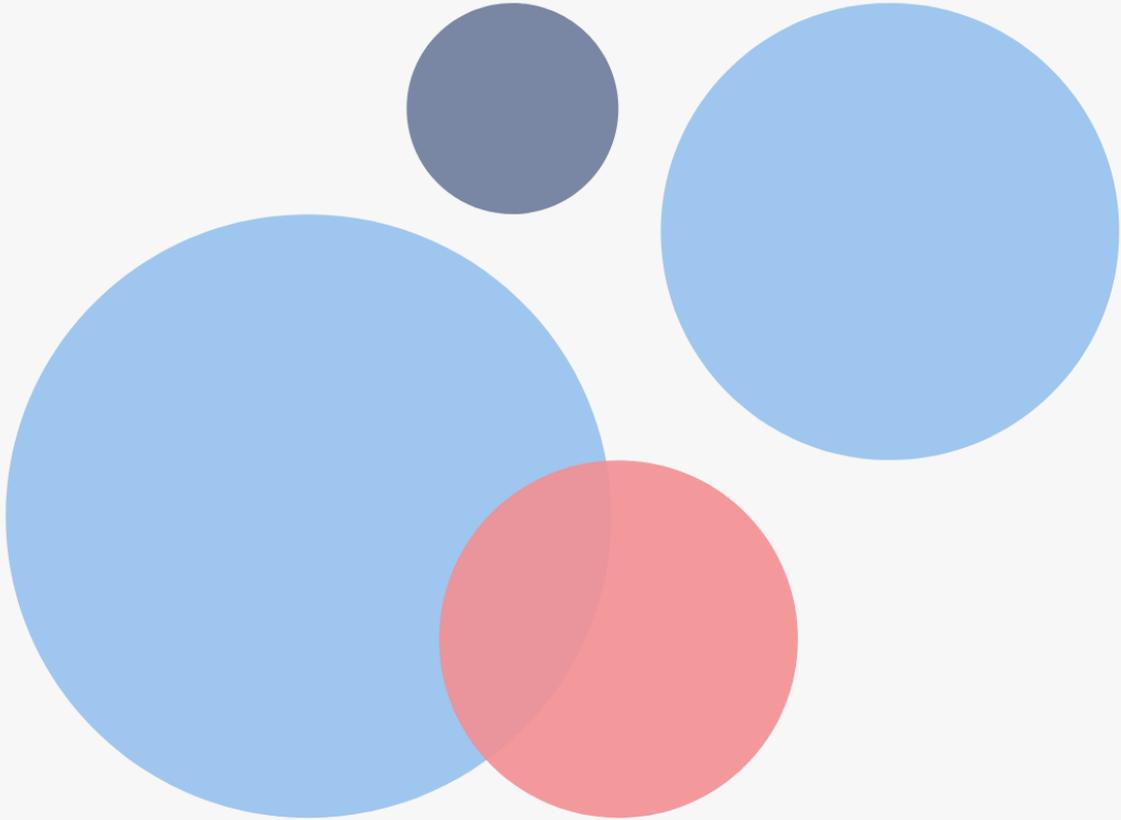
Number of customers: 1.4 million

(Note: As of 2023, AEGON Hungary is no longer part of the AEGON Group. It is now called ALFA.)

## About Xdroid

Xdroid's mission is to transform customer experience and contact center performance through analytics software based on artificial intelligence. We automatically provide objective, consistent, and valuable information and insights about each conversation by processing all customer interactions.



A decorative graphic on the left side of the page consisting of five overlapping circles. There are three light blue circles of varying sizes and one red circle that overlaps with a light blue one. A small dark blue circle is also present at the top left.

# Insight, Actions, **RESULTS**

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