



## SPEECH ANALYTICS CASE STUDY

# HOW CIGNA FINANS CALL CENTER INCREASED SALES USING SESTEK'S SPEECH ANALYTICS

## THE CUSTOMER

A subsidiary of the world's largest insurance company, CignaFinans wanted to monitor, analyze, and improve the performance of its call center. For this effort, they needed to monitor all of the customer interactions, analyze them, and score them for QM (Quality Management) objectively.

## THE PROBLEM

Trying to monitor, analyze, and score all interactions was not possible because of the vast amount of interaction data. Cigna Finans could only evaluate 3-5% of all interactions manually.

## THE SOLUTION

Using Sestek's Speech Analytics, Cigna Finans monitored and evaluated 100% of customer-agent interactions at its contact center.



**increased sales**  
for specific  
product line  
by 48%

” Sestek’s Speech Analytics analyzed 100% of all customer agent calls and helped us identify areas of improvement for our agents. With the help of actionable insights, we achieved significant improvements in their performances.

CHIEF OPERATING OFFICER  
CIGNA FINANS

## The Results

**48% INCREASE  
IN SALES**

**90% INCREASE  
IN SALES AGENT  
PERFORMANCE**

**23% INCREASE  
IN CALL  
QUALITY**



Cigna Finans is a pension and life insurance company, which formed in partnership with QNB Finansbank and the world’s largest insurance company, Cigna Global.

### ABOUT SPEECH ANALYTICS

Speech Analytics offers an effective way to leverage customer interaction data. This solution transcribes all recorded customer calls to the call center, then analyzes the interactions using various technologies like emotion detection, trend analysis, and more. Through analyzing these transcriptions, brands discover actionable insights for improving customer experience and the performance of call center agents.



Sestek is a global technology company helping brands with conversational AI and Analytics solutions, to be data-driven, work efficiently and deliver better experiences for their customers. Sestek’s AI-powered solutions depend on text-to-speech, speech recognition, natural language processing and voice biometrics technologies.