Transcribing Tech into Customer Satisfaction

About Sura:
Committed to Reliability

Based in Latin America, Sura is a multinational financial holding company, one of a select group globally to represent the Dow Jones Global Sustainability Index for careful adherence to sound environmental, economic, and social financial practices. Prioritizing sustainability in its efforts, Sura grows alongside the people and companies with which it operates.

Sura didn't want to simply provide their customers with expertise relating to investment banking, asset management, and insurance; they wanted to provide that expertise quickly and efficiently. With Edrans, they were able to implement AWS systems that reduced customer response time by an average of six minutes.

Technologies Used	AWS Connect, AWS Transcribe, AWS Lambda, AWS DynamoDB, AWS ECS, AWS Pipeline/Codebuild, AWS SQS, AWS API-Gateway, AWS Serverless, AWS S3

The Challenge
Streamline Claims Response

In order to maintain their reliability to individual clients even as they continue to grow their multinational reach, Sura needed the ability to respond quickly and efficiently to customer claims made via phone call.

As Sura's process stood, customers calling in had long waits before talking to a representative. When they finally got through, they had to repeat basic claim information.

Sura wanted a system that allowed them and their customers to lose as little time as possible.

> "Working with Edrans is great. From the begining you feel comfortable with them, and it's possible to overcome any inconvenience without having conflicts. They have great technical knowledge, and use it innovatively.
>
> I hope to make another project with them soon.
>
> **Santiago Guillotti,**
> *Analytics Manager*

Our Approach
Creating Within Structure

To craft the streamlined, integrated system with a flow Sura could easily manipulate and modify, we utilized pre-existing software in addition to developing custom software.
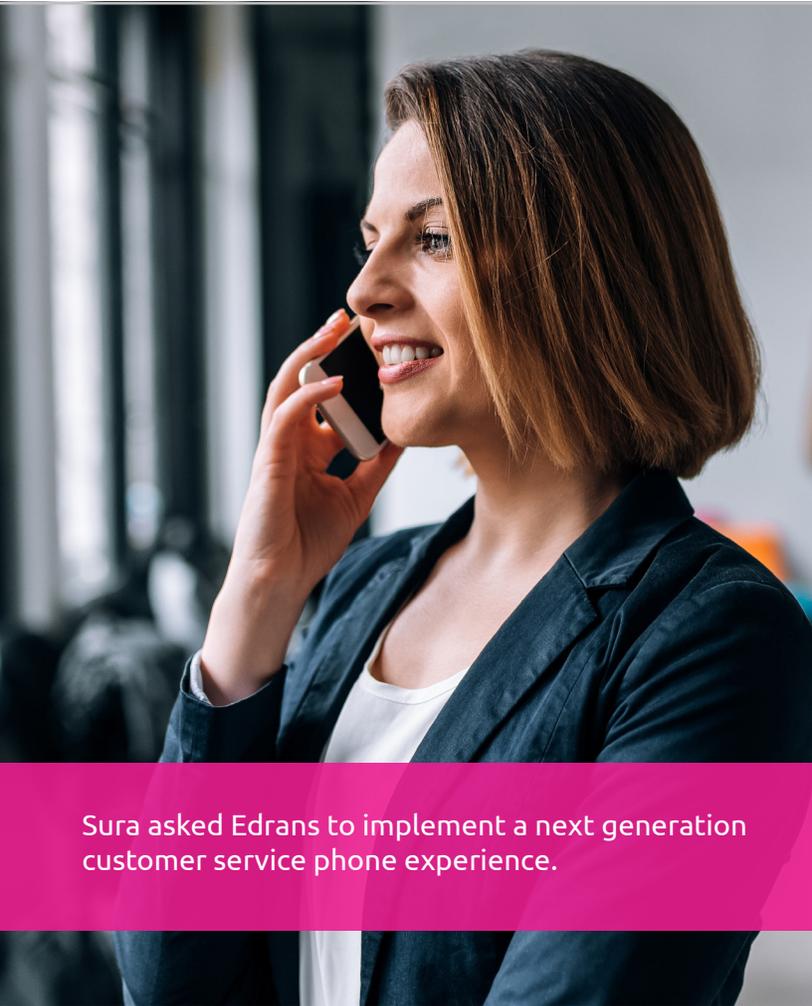
The new system collects information from callers when they first call, transcribes the information, and delivers it to the representative. The representative only needs to confirm that it is correct once they connect with the customer.

We further implemented the ability to transcribe customers' claims for future machine-learning.

The Technical Story

Edrans used AWS Connect in combination with AWS Transcribe, along with a custom-built voicemail, to field each customer call.

By replacing Sura's former IVR service, we were able to integrate with AWS features, such as Lambda and DynamoDB, and organize them with CloudFormation.

The Results
Quicker Claims Response

With Edrans' help, Sura was able to see quick change in the form of decreased customer wait times by an average of six minutes. Customers were able to see a smoother call process. And more time was spent by operators dealing with relevant financial claims, leaving the tech concerns to the tech services.

Every call Sura fields going forward will help the system improve through machine learning. With the collaboration of Sura, their customers, and the technology Edrans made possible, they will continue to optimize the customer experience.

Sura asked Edrans to implement a next generation customer service phone experience.

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