

Use Case – Financial Services – Investment Banking

Hedge Fund modernizes client service and compliance with call analytics, recording and AI conversation analytics.

Situation

In the fast-paced world of financial services, voice communication between traders, sales teams, clients, and market participants is vital. With constantly evolving regulations, increasing client expectation and the ongoing need to attract and retain top talent, firms are turning to advanced technologies to maintain a competitive edge.

The firm is aiming to differentiate by fostering deeper client relationships and enhancing risk management practices. They identified that their legacy communication system was negatively impacting employee productivity and hindering their ability to deliver an exceptional client service.

The Solution

The implementation of a modern call analytics dashboard has transformed their approach to client service and compliance. By gaining real-time visibility of call patterns and journeys, the firm has been able to optimize call handling, identify and return missed calls, and reduce client dissatisfaction. All calls, both internal and external, are captured, encrypted and securely stored to comply with regulatory standards.

Access to voice data, transcripts, and audit logs are restricted to the compliance manager. When needed, recordings and transcripts can be securely shared through time-limited links for case investigation and dispute resolution.

AI-driven conversation analytics turns every conversation into actionable business intelligence. All conversations are automatically transcribed, rated for sentiment, and matched against topics to flag potential risks. A real time notification has been configured to alert the compliance manager whenever a malpractice risk is identified, enabling them to take early action and minimize any impact.

A scheduled summary dashboard distributed ahead of the weekly management meeting, is allowing the team to review communication KPIs alongside broader business metrics. Looking ahead, the firm plans to expand its use of conversational analytics to the client service team to better support adherence to policy.

