

e-book

# Banking QA improvements held back by <50% accuracy and manual workflows? Not anymore.

44 of the top 50 banks have been working to replace outdated voice analytics platforms with modern solutions designed for consumer finance.

Meet what they're using now.



## Old-style QA and compliance review, old-style accuracy

You used to pick calls for QA to listen to randomly. More recently, you've been able to use voice-to-text and word or phrase searches to generate smarter lists of calls for review.

But that's never worked well enough. First, your team can still only listen to a tiny portion of calls - as little as 2%.

And second, even those "smarter" QA review lists are still wildly incomplete. Only half of those calls actually include the issues needing to be assessed. The other half are false positives.

Then there's a whole other set of calls that were never identified at all (false negatives). That leaves you with an accuracy rate of approximately 50%.

Yikes. How are you supposed to accomplish anything with a number like that?

Your QA and compliance teams can't ever do enough, and that's not their fault. The system is broken, leaving your bank open to severe - and potentially costly - risks.

Good news: there's a better way.



Imagine being able to review 100% of calls across 200+ attributes every day and have exception, trend reporting, and recommended actions waiting for you each morning.

And imagine that you could trust the analytics that deliver those call reviews, because you know they have better than 90% accuracy, inclusive of false positives and negatives.

Okay, you can stop daydreaming now. Because ProInsight is here.



At Prodigal, we’ve built a custom AI Intent Engine that underlies all our applications, including ProInsight, which delivers QA and compliance reviews - and lots more.

Our models are built from analyzing more than 300 million consumer lending and finance conversations. That corresponds to over 10% of US borrowers, and includes interactions from bankers, lenders, and loan servicers.

After calls, ProInsight analyzes and scores complete conversations. It buckets and scores objective compliance questions, bubbling up any specific parts of calls that might require follow-up. You can turn all of your agents into fully compliant top performers in half the time while reducing risk.

## Traditional QA vs. AI

Old-style analytics	 ProInsight
✗ Less than 50% accuracy	✓ More than 90% accuracy
✗ Audio only	✓ Omnichannel
✗ Transcription-dependent	✓ Contextual
✗ Keyword or phrase limited	✓ Unlimited Keyword or phrase
✗ Generalized	✓ Consumer finance-focused
✗ ~2% call coverage	✓ 100% call coverage
✗ Slow, manual reviews	✓ Fast, automated reviews

## Ready, set, accurate

### The challenge

When old-fashioned speech analytics providers talk about accuracy, they mean the percentage of time their software accurately transcribes spoken words.

But that’s not enough for what you do. And transcription-dependent services are further limited by keyword or phrase searches and over-redaction. Any QA work you do with those tools is going to result in something close to 50% accuracy.

How are you supposed to make decisions based on that?

### The solution

Prodigal’s one-of-a-kind AI Intent Engine doesn’t rely on the basics. Our AI incorporates information from account data, word choice, and emotional cues – like pitch and tone – and evaluates everything in the greater context of the conversation.

And because we’ve trained our solutions specifically on consumer finance, we achieve more than 90% accuracy - that’s human-level understanding.

### The opportunity

AI-powered, human-led QA workflows: Knowing the accuracy of Prodigal’s AI-powered solutions, you can proceed with confidence, supporting your customers, training your agents, and moving your business forward.

Accurate, standardized data helps you find enterprise-level insights and enterprise-wide solutions.



# How it works



## AI Models that understand context

Our AI Intent Engine models go far further than simple text string searches; they follow the context of the conversation and predict the meaning of a sentence, even if the sentence is incorrectly transcribed. Here are the secrets behind that success:

### Redaction models

Old-style models search for key phrases like number sets. This results in significant over-redaction, removing necessary number sets like account numbers for verifications instead of just confidential ones like social security numbers. Our redaction models follow the context of the conversation to improve accuracy and prevent over-redaction. Given Prodigal's focus on consumer finance and our AI Intent Engine design, our models handily beat out even Amazon's redaction models in accuracy.

### Sentiment models

Old-school sentiment models only estimate sentiment from keywords. Prodigal's models, however, follow the context of the call and gauge borrower and agent sentiment based on the full conversation. Competitor models, for example, might mark a conversation where the borrower says, "No, I'm not angry, just thinking," as a negative sentiment due to the word "angry." Prodigal's software would mark that as neutral or positive based on the context.



## Improved accuracy and range of detection

Standard event detection analytics search for a select list of phrases which trigger an event if they are present.

So wrong number detection could be triggered by: "This is a wrong number," or, "You called the wrong number." But it would not be triggered by, "There is no person by that name here," even though that meaning is obviously the same. As we've said, building models based only on keywords and phrases creates big problems and big gaps.

Prodigal fills in those gaps by utilizing semantic similarity models that ingest an initial list of phrases to look for, and then going a step further by introducing our purpose-built machine learning (ML) models to analyze context and expand on those phrases.

While we begin with the same basic phrases, our model learns and understands additional context — and flags topical phrases accordingly. For instance, our software will flag the phrase: "You've got the wrong person," or "There's no person by that name here."

This far more accurate approach requires no heavy lifting during setup, nor to achieve, maintain, or optimize accuracy over time.



# Case study

A top 25 bank spent two years using a leading voice analytics solution . The problem? They invested the skills from ten data scientists the whole time and couldn't get the accuracy above 50%.

Working on it enabled them to generate a list of wildly exciting potential opportunities (e.g. automating disposition codes, 75% reduction in QA staffing, far more targeted risk & digital migration strategies). But what was the point if they couldn't get accurate results?

So they hit the reset button. Their new direction? They chose Prodigal solely because of the accuracy generated by their highly tuned ML models and use-case built UIs.

ProInsight comes out of the box with over 200 call tags, allowing them to free all those data scientists to work on other efforts. And automating the QA process yielded a 25% QA team productivity lift in less than a month.

## What does ProInsight take to implement and maintain?

If you're like many of our other customers, you've been burned by big technology promises before. Here's what one of our customers had to say about that:

"Our previous two softwares, that we spent a ton of money on, both promised we were going to be able to eliminate QA. I'm here to tell you that Prodigal was the first one. We were actually able to eliminate four QA reps. We had started with a staff of 12... we're down to 8 people. So that alone is paying Prodigal's monthly bill, and then some."

And Prodigal's solutions require little to no IT involvement. We simply need access to a client's telephony platform to access the necessary audio files and associated metadata to begin analysis.

From there, it takes only a few hours to train the impacted QA and manager associates on our web portal, which has a simple UI for ease of use.

Depending on your existing tech stack, Prodigal can go from contract to production in less than a month.





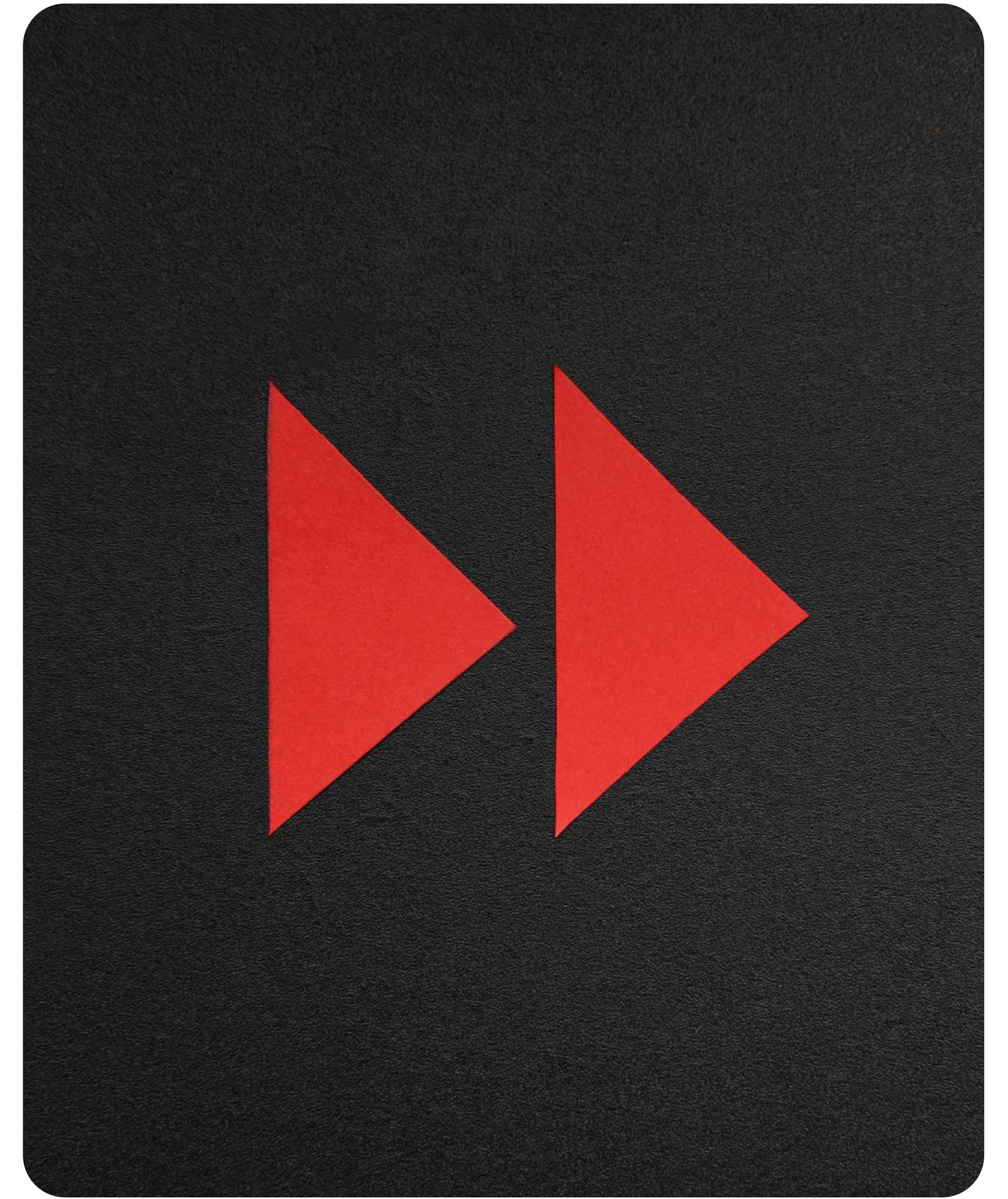
# What's next?

Next up: Time for your organization to finally find the foundational understanding you've been looking for.

Better, faster, cheaper, and more comprehensive call reviews give you a transparent understanding of every customer interaction, allowing you to achieve desired business outcomes.

Improve customer delight and repayment rates, transform QA and compliance workflows, uncover opportunities for agent success, and create winning strategies for business growth.

Technology has held you back. But with Prodigal's industry-leading accuracy, you can proceed with confidence.



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## Get a customized demo

In this personalized product tour, learn how AI can maximize your revenue & representative productivity.

[Request a demo](#)