

About Our Partner:


Pearson Research

Pearson is a full-service market research company. Established in 1988, it is one of Mexico's leading market research and public opinion companies and a founding member of the Mexican Association of Marketing Research and Public Opinion (AMAI). <http://www.pearson-research.com/>

The Specific Case

One of Pearson-Research business units analyzes call center logs and audio files for specific key customers that require fast and accurate reports to detect credit card fraud or process customer requests.

The Goals

Deliver fast reports and actionable items on key  finding after obtaining the target data from the call centers.

The Problems

We identified key issues in their data tracking, causing multiple problems:

- Multiple data sources
- Different file formats
- Missing search capabilities
- Outdated hard copy customer delivery methods for reports and audio
- Data duplication and categorization for departmental reporting



The Approach

Based on key problems...

We began by developing a central repository where we could automate the data aggregation, deliver support to all disparate file formats and add modular search functions.

Web interface, with role based access...

We put in place to facilitate and improve the report delivery speed. User dashboards highlighting relevant data supported individual departments and groups while avoiding report duplication improving accuracy in data categorization.

The problem was solved with...

a Filelytics Excavator Solution, built to Pearson's specific needs.

The created project URL is: <https://pearson.filelytics.com/>

The Outcome For Pearson

Following areas of improvement have been identified after implementing the solution:

- Speed to evaluate latent call records
- Response time to critical issues
- Record retention and evaluation for audit trails
- Deliver metrics on interactions
- Analyze consumer sentiment, satisfaction and retention
- Deliver better service to their customers

The Results For Pearson Customers



- Immediate access to audio files and logs
- Real time and role based access to reports
- Identify trends
- Search functionalities
- Better experience

Future Plans

Pearson and Filelytics identified further steps for improvement and plan to start working on automating the conversion of the audio files to text. Additionally, we are building an alert system to help Pearson identify critical audio files for immediate attention, based on specific terms and trends being identified by our solution.