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# Neo Financial Overcomes Business Challenges with Collaborative Solutions, Achieving Remarkable Results

Neo Financial, a Canadian fintech company, envisions a banking future free of the constraints of traditional banks. Recognizing a lack of progress with financial services in Canada, Neo aims to revolutionize banking, by leveraging technology and industry expertise. With no physical branches, their approach centers on innovation and limitless possibilities. Drawing from their success with SkipTheDishes, Neo is committed to enhancing Canadians' spending, saving, and rewards experiences. Their journey is marked by milestones as they strive to reshape the financial landscape for millions across Canada, driven by a relentless pursuit of progress.

## Challenges

- Incorrect data mapping within the system created inaccurate forecasts
- Needed separate instance for Zendesk and AWS
- Data was reorganized during the implementation
- Complex schedules with full time and part time variables caused scheduling issues



### 01 Challenge

Neo Financial faces several pressing business challenges. Firstly, they grappled with a convoluted data flow, hindering operational efficiency and decision-making processes. Secondly, the necessity for a separate integration instance for key accounts between Zendesk (ZD) and Amazon Connect (AWS) posed integration complexities, potentially impeding data management. Additionally, managing scheduling proved challenging, with a mix of full-time and part-time variable schedules, necessitating effective resource allocation. Addressing these challenges required streamlining data flow processes, enhancing integration between systems, optimizing scheduling mechanisms, and implementing strategies to mitigate delays during critical periods. Resolving these issues was vital for Neo Financial to maintain operational efficiency and achieve their business objectives seamlessly.

## Results

- Improved forecasting accuracy to within 2-3% variance
- Service Level improved from 25% to 80-90% in 1 week
- Wealth of reporting options at their disposal, far surpassing what was available to them before



### 02 Solution

To address the complicated data flow, Neo and Playvox ensured the data was mapped accurately. Through collaborative efforts and scheduled calls, Neo was able to generate a forecast that met their needs.

For the challenge of establishing a second integration instance, Neo navigated through added complexities by opening tickets and collaborating closely with both internal and Playvox support teams. This meticulous approach ensured the integrity of data across systems, mitigating potential integration issues.

Neo undertook a comprehensive review of requirements and made necessary adjustments aligned with contract hours and desired shift frequencies to address scheduling complexities. This process allowed them to tailor schedules to meet specific client needs while adhering to contractual obligations.





By leveraging teamwork, proactive communication with support channels, and meticulous planning, Neo successfully addressed these challenges. Moving forward, Neo will remain committed to continuous improvement and collaborative problem-solving to optimize operational efficiency and deliver exceptional service to our clients.

### 03 Results

Neo Financial has achieved significant improvements in various key metrics following their initiatives.

First, their forecasting accuracy has seen a remarkable enhancement, achieving results within a margin of 2-3%. This precision has left stakeholders impressed with the newfound accuracy, enhancing decision-making processes, and operational efficiency.

Second, their service level metrics, particularly on Mondays and Tuesdays, have undergone a dramatic transformation. Previously, with only AWS in place, service levels plummeted to as low as 25%. However, following the implementation of new strategies, service levels surged to an impressive 80-90% during the first week. This improvement is attributed to better workforce management, ensuring staff were allocated effectively, resulting in improved productivity and service quality.

Neo Financial has made substantial strides in reporting capabilities. They now boast a plethora of reporting options, significantly more extensive than their previous setup. This expanded reporting suite equips stakeholders with comprehensive insights and analytics, empowering them to make informed decisions and gain deeper insights into their operations.

Overall, these improvements underscore Neo Financial's commitment to enhancing performance and delivering exceptional service to their clients. By leveraging advanced forecasting techniques, optimizing workforce management, and enhancing reporting capabilities, Neo Financial has positioned itself for continued success and growth in the financial services industry.



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**Stronger forecasting and distribution data has increased our schedule effectiveness leading to a 20-30% increase in overall service level, reduction in average speed of answer by 2-3 minutes and an increase in employee engagement with more structured scheduling**

Cody Dafoe  
Director - Performance Enablement, Neo

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**As our business continues to grow and become more complex, which includes supporting multiple partners. Playvox has allowed us to centralize our Experience team into one system, allowing for a more seamless transition between workstreams and partner brands.**

Cody Dafoe  
Director - Performance Enablement, Neo

### About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

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