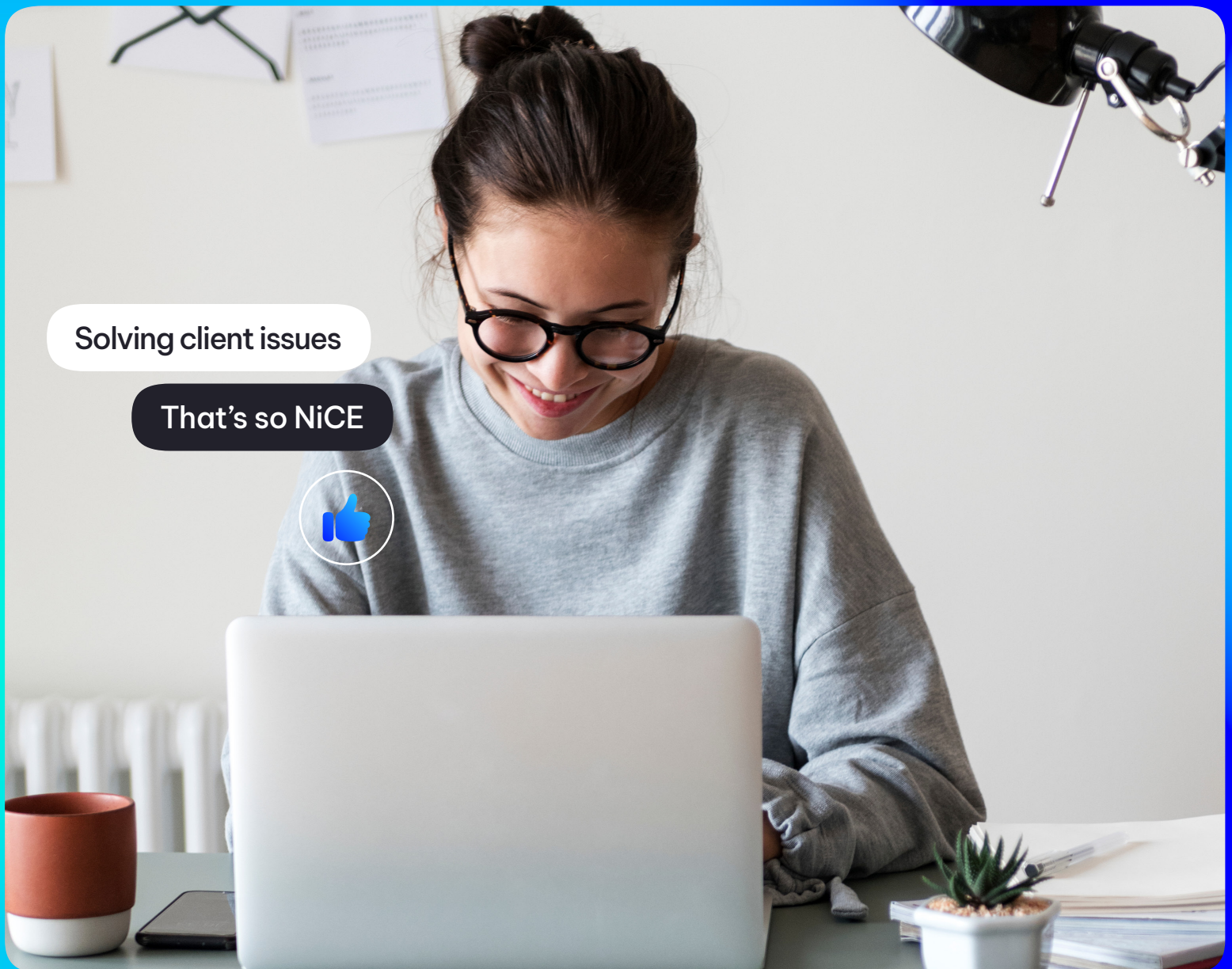


NiCE

NiCE AI Models for Vulnerable Customers



NiCE AI Models for Vulnerable Customers is a complete out-of-the-box solution that objectively identifies vulnerable customers on every voice and digital interaction, ensuring Financial Conduct Authority (FCA) compliance. It enables contact centres to embed the fair treatment of customers into their business processes by giving front-line staff the visibility and guidance they need to respond to a range of characteristics.

The solution includes pre-built compliance and agent AI behavioral models that are derived from 30+ years of industry experience using the most comprehensive and expansive interaction dataset in the world.

Key benefits

- Achieve regulatory compliance
- Eliminate financial risk
- Protect consumers
- Improve operational efficiency
- Improve customer loyalty



Seamless by design.
Smart by default.



Ensure the fair treatment of all customers

The FCA broadly defines a vulnerable customer as anyone who is susceptible to detriment due to personal circumstances. Organisations that provide financial services to consumers are required by law to have a special protocol for identifying and interacting with vulnerable customers; failure to do so will result in substantial penalties as well as reputational loss.

Contact centres rely on their agents to identify vulnerable customers based on training they have received. But it is difficult to determine the subtle clues of vulnerability because most consumers are not willing to admit or are unaware that they classify as vulnerable. Traditional speech or text analytics tools have low identification accuracy rates because they can't always capture all of the combinations of words and phrases that are used during an interaction to detect the subtle clues that a customer is vulnerable.

Identify vulnerable customers with accuracy

AI Models for Vulnerable Customers is the first comprehensive AI framework that interprets consumer behaviour and consistently and accurately identifies vulnerable customers during all interactions, without manual effort. The solution's pre-built machine-learning AI models identify behavioural patterns in the data that are inaccessible to humans. As a result, organisations can now comply with FCA regulations and deliver exceptional customer care while reducing the cost associated with manual analysis.



Protect your
reputation

Turn customers into lifelong
advocates in a time of need



Comply with
regulations

Protect consumers



Improve operational
efficiencies

Identify product or
process issues



Understand drivers of customer vulnerability

AI Models scores and classifies every interaction based on the FCA drivers of vulnerability, enabling organisations to take action based on the results. The AI models classify vulnerabilities in the following categories:



Health

Both physical and mental health issues covering a wide range of illnesses or health conditions that affect someone's ability to carry out day-to-day tasks.



Life events

Major life events such as bereavement, job loss or relationship breakdown.



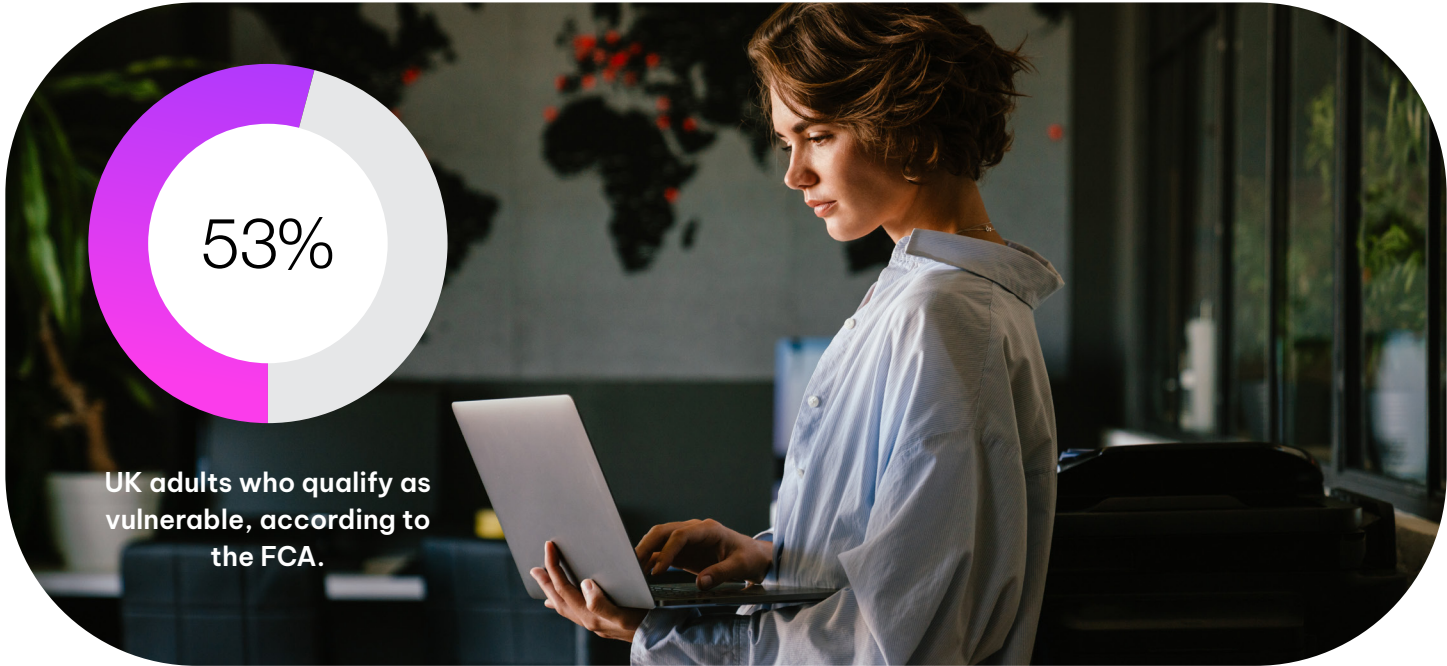
Resilience

A low ability to withstand financial or emotional shocks.



Capability

Low knowledge of financial matters or low confidence in managing money. Other relevant areas include literacy issues or limited digital skills.



Upskill front-line employees



AI Models also scores advisor behaviours that directly impact the vulnerable customer, such as active listening, demonstrating empathy and effective questioning. Advisors have their own dashboards and access to their evaluations, recorded interactions, and self-learning tools. This ensures that they receive the guidance they need to drive meaningful conversations with customers who may be vulnerable.



Pre-built dashboards for supervisors provide immediate visibility into who has the highest-or the lowest-vulnerable customer compliance score and which advisor behaviours need evaluation and coaching. Supervisors can also access an aggregated view of their team's compliance and drill down into the performance of individual advisors and recorded interactions. As a result, supervisors spend more time on targeted coaching, with reduced effort and cost.





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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