nlx

LifeMiles powers fast, efficient password reset with Voice Compass® by NLX

About LifeMiles: LifeMiles is a loyalty program, with more than 9 million members. LifeMiles has hundreds of commercial partners (including Avianca and others) where members can earn and use their LifeMiles on everything you pay for, using an Avianca LifeMiles credit or debit card; plane tickets, hotel stays, rental cars, and other travel-related activities; and daily purchases in retailers, restaurants, gas stations, and more!

THE CHALLENGE

Despite how easy it may seem to reset a password using online digital assets or a mobile application, this customer inquiry continues to be one of the most substantive traffic drivers to call centers.

Infosecurity Magazine reports, "According to the Gartner Group, between 20% to 50% of all help desk calls are for password resets, whilst Forrester Research states that the average help desk labor cost for a single password reset is about $70."

Avianca's LifeMiles found that its call centers were experiencing similar password reset call traffic. They began exploring automation options for a better customer service experience for their members and a more cost-effective solution for the brand.

Specifically, LifeMiles was looking for a customer self-service solution with no wait time, personalization, 24/7 availability, and customer self-pacing abilities.

OUR SOLUTION

It was evident within the first few minutes of the initial meeting with LifeMiles that Voice Compass by NLX was the best solution for the brand and its members.

Voice Compass by NLX is a multimodal conversational application that uniquely combines Voice with Digital assets to deliver a rich, self-paced, and voice-guided journey automating support tasks that normally require live agent handling.

Using NLX's Conversational AI SaaS solution, LifeMiles customers could engage in personalized, interactive experiences where they set their own pace, follow clear instructions, make selections from account-relevant options if offered, and are rewarded at the journey's end with satisfying task completion.

Not only did NLX's cost-effective Voice Compass solution meet the brand's customer experience requirements, but it also offered LifeMiles a logical, no-code platform to artfully design the ultimate password reset experience.

About AWS: Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully-featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

In partnership with:

aws

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CUSTOMER EXPERIENCE

When a customer calls into LifeMiles, they are greeted by a Voice Assistant. The Voice Assistant asks how it can help the customer, and when password reset is said, the Voice Assistant offers the customer the opportunity to reset their password on their mobile device.

How can I help? | www.web-link.com | Let me guide you.

The Voice Assistant then texts the customer a link, which they can follow onscreen steps to complete the password reset. The Voice Assistant verbally guides customers through the process to reset their password while the customer follows on screen prompts. Once the process is complete, customers see a confirmation screen and the Voice Assistant asks if it can help the customer with anything else.

THE WIN

NLX's password reset solution helped LifeMiles take the pressure off of live call center agents by enabling them to focus on more difficult inquiries. Additionally, customers are offered an easier way to change their password using case-sensitive letters that can easily be typed in on their mobile device.

This reduces customer wait time and increases customer satisfaction, while also optimizing call center time.

Automated | Reduces Wait Time | Friction-free | Call Center Support

HOW WE BUILT IT

Password Reset is one of the most common uses of NLX's Voice Compass tool, and one of the easiest to build, especially when the client already has an AWS account.

NLX and LifeMiles worked within NLX's no-code, drag-and-drop platform to create the password reset customer journey, ensuring that all Conversational AI best practices were implemented along the way. After all, good content is key to an exceptional customer self-service experience!

The experience begins with a Smart IVR contact center, powered by Amazon Connect and Amazon Lex. Once the Smart IVR understands that the caller is looking to reset their password it engages Voice Compass by NLX service, which then texts the caller a SMS with a link to LifeMile's website. The Journey Assistant® over the phone continues to stay engaged while the caller navigates the LifeMiles website, guiding them to completion. If the caller gets stuck or encounters any issues, they get transferred to an agent in the same experience, without having to call again and wait on hold.

Prior to introducing this solution, LifeMiles was not automating any of the password reset calls, due to the complexity of processing such requests over the phone. Since the solution went live, LifeMiles was able to not just drive password reset automation up by double digits, but it also uncovered opportunities for improving the user experience on the website thanks to the analytics provided by the Conversations by NLX platform. The solution was implemented in April 2021.

AWS SERVICES USED

Amazon Connect	Amazon Pinpoint	Amazon Lex
AWS Lambda	Amazon API Gateway	