



LiquidVoice  
Smart business analytics

# Empowering Compassionate Support for Vulnerable Customers with Data and Insight

Supporting customers by  
supporting agents with  
Liquid Voice and AILSA



# The Vulnerability Challenge

The current economic climate has severely impacted vulnerable customers. In essence, those who are considered vulnerable have become more vulnerable, and worse, more people are now considered vulnerable.

This has directly impacted customer-facing teams with surges in interactions to manage and resolve. Whether this be struggling customers seeking financial or emotional support, technical or administrative advice, emergency help or just someone to talk to – there has been a stark increase in vulnerability. For businesses, this means additional training for customer service representatives (CSRs) on handling distressed callers, increased staffing demands, and most drastically an emotional toll on frontline staff.

Legacy systems and data silos also prevent a complete view of the customer's situation and history across channels. How can this be solved?



# Meet AILSAs

Liquid Voice's AILSA is an AI-powered interaction assistant that empowers CSRs with intelligent insights. She saves an estimated 25% of call handling time by automating call summaries, transcriptions more accurately than humans, and streamlining QA processes.

AILSAs flag signs of vulnerability based on the CARE model - Comprehension, Assessment, Retention, Evaluation. And with Liquid Voice's direct integration into BI tools like Tableau and PowerBI, team leaders can easily visualize data and understand where their team is being impacted – either cross-department or cross-function. By providing this full context, it enables consistent, compliant treatment across voice, chat, and other channels.



Having a consistent and streamlined omnichannel interaction experience for vulnerable customers is key to supporting them through any difficult time. Consolidating this data to see the full picture gives your business an even better understanding of how customers can be better supported.

# Automatic Stress Ratings & Alerts

Liquid Voice provides the full customer history and context at a glance, displaying previous issues and noting any potential vulnerabilities through a Single Pane of Glass dashboard.

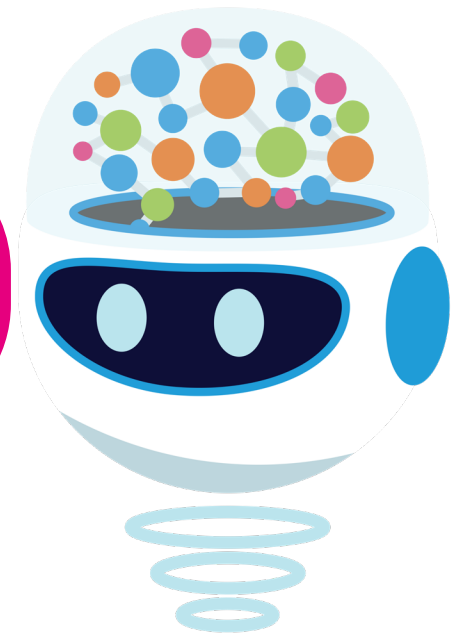
From this historic context and new interactions, AILSA proactively alerts managers when CSRs appear stressed, so they can provide support. This helps fix team-anxiety issues as they arise, and prevent future concerns by flagging CSRs that would benefit from being enrolled into an Employee Assistance Program. AILSA also surfaces guidance on best practices for handling difficult vulnerability scenarios. This empowers CSRs to have more meaningful interactions by not only removing the administrative burden but fuelling their ability to focus on the human element of customer service - compassion.



How was Ella Jenkinson's late payment problem resolved last year?"



*"Ella required split payments spread out weekly instead of a monthly lump sum. This was offered on a quarterly basis until her financial challenges were resolved."*

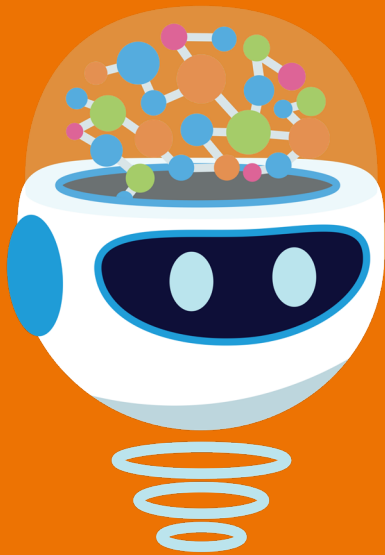


# Continuous Improvement & Compliance

By analysing interaction data over time, AILSA reveals broader vulnerability trends across teams, regions and customer segments. This can inform decision-making like pricing strategies and new support processes – to ensure that the business is supporting both customers and CSRs alike.

The secured data can also be appropriately shared with trusted partners like regulator bodies and support organisations where required for a more collaborative, holistic approach to customer care. Sometimes customer cases need to be escalated, and having the technology in place to do this securely is vital.

It's also important to show evidence that vulnerability treatment standards are being met for regulators. This data can also be stored within the Liquid Voice system, and AILSA can be used to retrieve this.



*I can also identify areas  
For enhancing agent training,  
processes and compliance.  
So over time, I'll help you optimise  
your operations even more!*

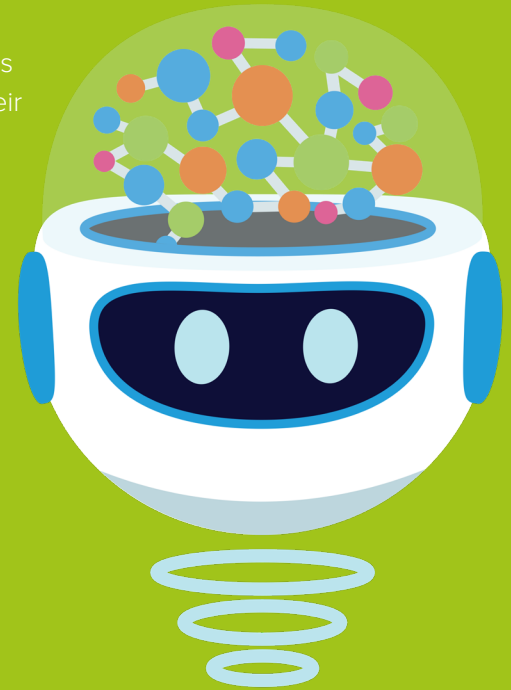
# Human-Centred Vulnerability Support

Liquid Voice's solutions go beyond simply checking compliance boxes. By protecting sensitive data and enabling visibility across teams, it facilitates truly compassionate support.

Frontline CSRs need to be empowered to have more thoughtful interactions by removing administrative burdens and having the insight they need at their fingertips. Enhanced interaction data intelligence drives better overall outcomes - reducing vulnerability issues, strengthening first-time customer resolution to alleviate ongoing uncertainty and anxiety, and generally by giving CSRs the tools and insight they need to compassionately support vulnerable customers.

To find out more about Liquid Voice and AILSA, or to get a demo of how we can help – get in touch here!

Meet AILSA



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