VUE Cognitive Search and Knowledge Discovery improves agent proficiency through contextual and relevant information

The Client
The client is one of the world’s largest providers of financial services in the world. They manage over $6.5T worth of customer assets and $2.4T of global assets, including public and corporate defined benefit pension plans, endowments, foundations and other corporate assets on behalf of clients across Canada.

The company provides investors a full range of domestic, international and income oriented mutual funds. The funds are available through a number of advice-based distribution channels including financial planners, investment dealers, banks, and insurance companies.

The Goal
The financial services company prides itself in being able to support its clients through its world class distributed client services team. The client service representatives are challenged to respond to the customer’s query within 60 seconds, however, due to the inefficacy of the internal search application and the resulting inability to find relevant information, the agents were unable to meet their service level agreements. This was creating a negative perception of their brand.

The company was a legacy Enterprise keyword search solution (now coming to end of life) to source content from a variety of sources including CMS, file systems, spreadsheets, static html files, external government websites and the type of information ranged from policies and procedures, FAQs, forms, addendums, general information, etc. The search experience was so poor that the agents preferred to use the convoluted navigational hierarchy to find the document or process rather than venture to submit their query through the search box.

The Result
Havas brought together its expertise in building meaningful user experiences with VUE’s powerful capabilities including content enrichment, user intent recognition and personalization. The information discovery interface was organized into intuitive sections on the page such as policies, frequently asked questions, related searches, tools
and calculators, procedures, forms, and important information. The experience was personalized to expose only the relevant sections to the user based on their intent predicted through machine learning. The agents were now able to find an answer to the client’s question and provide reliable guidance within seconds, a feat that could never be reached with the legacy platform.

**About Havas Cognitive and VUE Cognitive Search**

Havas Cognitive is an innovation practice that combines our expertise in artificial intelligence, data science, technology, business strategy and experience design to create more valuable customer experiences that drive new levels of business impact across product, creative and media.

Organizations are constantly generating content within a variety of applications and scrambling to find ways to share, disseminate and discover this information internally and externally, while ensuring that the information is current, secure, and trustworthy. To solve this very challenge, Havas offers a comprehensive information management and cognitive knowledge discovery solution, VUE.

VUE helps breaks down the content silos with a shared understanding of the information found across the organization with self-service capabilities for information managers to classify and enrich structured and unstructured content through natural language processing and deep learning. This enriched information can then be shared with downstream internal and external applications. The ability to expose this enriched content to a dynamic search index combined with understanding the customer’s intent through machine learning and finally personalizing the results based on the recognized intent enables an unparalleled search experience.