Case Study: Creating Safe Systems of Work

Ministry of Business Innovation & Employment - Customer Service Centre Nexidia analytics software

OVERVIEW

Ministry of Business, Innovation and Employment (MBIE) Customer Service Centres seek to provide excellent customer service whilst protecting staff from psychosocial hazards. To improve this Nexidia was piloted, an Artificial Intelligence supported interaction analytics platform which flags challenging calls. It helps Team Leaders (TLs) and their Client Service Advisors (CSAs) by indicating who may need support and what interventions would be most effective.
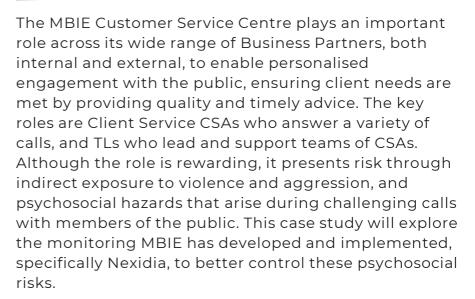
Key topics

Psychosocial risk
Artificial Intelligence

10 MIN
read

USEFUL FOR:
Practitioners

THE CUSTOMER SERVICE CENTRE AND ITS CHALLENGES

The MBIE Customer Service Centre plays an important role across its wide range of Business Partners, both internal and external, to enable personalised engagement with the public, ensuring client needs are met by providing quality and timely advice. The key roles are Client Service CSAs who answer a variety of calls, and TLs who lead and support teams of CSAs. Although the role is rewarding, it presents risk through indirect exposure to violence and aggression, and psychosocial hazards that arise during challenging calls with members of the public. This case study will explore the monitoring MBIE has developed and implemented, specifically Nexidia, to better control these psychosocial risks.

INTRODUCTION OF NEXIDIA

MBIE has developed a range of proactive and reactive strategies to manage psychosocial risks from challenging calls to the Customer Service Centre with Nexidia an especially useful addition. The original intention was for Nexidia to support monitoring and improvement of the customer experience, although during procurement it was identified Nexidia could also improve health, safety and wellbeing.

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WHAT IS NEXIDIA? ⌄

Nexidia is a customer interaction analytics platform which can be taught to search for key words or phrases in CSA's phone calls and emails, and red flag those calls for review. For example; abusive language, aggressive tone, harassment, and threats of harm to self and others, may all lead to Nexidia flagging the call. In the instance that a call is flagged, TLs are sent the call the following day to listen, evaluate and determine the most appropriate next steps. Nexidia provides further support by recording changes in caller sentiment by tracking changes in how happy or upset a caller is expressing themself.
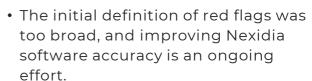
HOW DOES NEXIDIA CONTROL PSYCHOSOCIAL RISKS? ⌄

Information recorded by Nexidia allows for improved control effectiveness, protecting workers from psychosocial harm through job demand, excessive workload or exposure to violence and aggression. For instance, Nexidia provides TLs the number of challenging calls that team members have handled, or identifies more challenging phone lines.

As a result, it is easier to identify the staff who may need more support. This presents a clear opportunity for targeted roster changes, increased supervision and other interventions which protect workers from the harm of prolonged exposure to psychosocial risks. Nexidia may also enable the creation of learning, development and training resources by reporting the language and techniques which improve caller sentiment and are associated with fewer challenging calls.

CHALLENGES ⌄

- The initial definition of red flags was too broad, and improving Nexidia software accuracy is an ongoing effort.
- It's difficult to isolate and evaluate the impact of Nexidia due to the range of other tools being used in call centres.

FUTURE OF THE PROGRAMME ⌄

From March 2024, MBIE will begin using the Genesys Cloud telephony platform, which pairs better with Nexidia than the current telephony platform. This will enable several improvements to the red flag system including; better audio quality which will improve Nexidia's accuracy, more frequent and timely analysis of interactions, same-day notifications to TL's, and a number of other potential improvements.