

# WEM Implementation in action

Novuna's old contact centre setup slowed everything down. Verint helped streamline tools, improve scheduling, and slash digital response times. Staff now feel supported, customers get answers faster, and data drives improvements. Not just an upgrade—a whole new way of working.

# VERINT®

Novuna®  
Consumer Finance

Tomorrow. Together

**Novuna** wanted to do things differently. Their contact centre was running, but it wasn't running at its best. Customers weren't getting quick answers. Advisors juggled too many tools. Managers didn't have the full picture of what was happening. They needed something better, something smarter. That's where Verint came in.

Back in 2021, Novuna set out to improve the way they handled customer interactions. They weren't just after a new system. They wanted a true partner. This partner would listen, understand their challenges, and work with them to create a better experience. Verint wasn't just another tech provider; they became an extension of the team.

It started with workforce management. Novuna aimed to plan better. They wanted to give advisors more control over schedules and boost efficiency. They needed a solution that could manage their multi-skilled environment without adding complexity. Verint's workforce management solution fit the bill, and it quickly became clear that this was just the beginning.

Over the next three years, the partnership grew. Novuna didn't stop at workforce management. They started with compliant call recording. Then, they added speech analytics. Finally, they completely overhauled their digital engagement. Each step wasn't just about adding new tools—it was about solving real problems.

Take speech analytics, for example. Novuna had no real way of knowing what was happening on their calls. They knew there were issues, but without data, they couldn't fix them. **Verint** helped them change that. They worked together to tailor the system, making sure it picked up on the right trends and insights. The result? Novuna could finally understand what customers were calling about, where the pain points were, and how to improve things. It wasn't just about reducing call volumes—it was about making every conversation better.

Then came one of the biggest shifts: bringing all digital communication under one roof. Emails were across disparate systems. Response times were slow. Advisors wasted time looking for the right information. Verint's knowledge management system changed that. Now, advisors had everything they needed in one place with integrated Knowledge Management utilising AI to suggest the best knowledge articles dependant on the content of a customers' email. Customers got faster and more consistent responses. Digital response times dropped from three days to averaging under 24 hours. That's the kind of impact that matters.

Of course, none of this happened overnight. There were challenges along the way. Changing systems is never easy. People had to adapt, workflows had to be rethought, and not everything worked perfectly from day one. But the key difference was the way Verint and Novuna worked together. When something wasn't quite right, they fixed it—together. When a system didn't quite fit, they adapted it. When Novuna needed extra support, Verint was there, even on-site for go-live days to make sure everything ran smoothly.

And the results speak for themselves. Digital first-contact resolution went up by 7%, productivity improved by 8%, and advisors rated the new system an 8.5 out of 10 within the first week. But beyond the numbers, there was a real shift in how people worked. Advisors felt more confident. Customers received faster resolutions. Novuna gained insights to keep improving.

The biggest lesson from this partnership? Real change doesn't come from just buying new tech. It comes from working side by side with a partner who understands what you're trying to achieve. Novuna and Verint didn't just implement a system—they built something better, together. And for any business looking to transform the way they engage with customers, that's something worth learning from.