



Customer  
Capita

Products and Services

Azure Cognitive Services (AI)  
Azure Speech Service  
Custom Speech (AI)

Industry

Partner Professional Services

Organization Size

Corporate (10,000+ employees)

Country

United Kingdom

Share this story



# Consulting firm helps its client serve customers 90 percent faster and reduce costs by 50 percent

April 28, 2021



Capita is a professional services firm based in the United Kingdom. Its consulting arm, Capita Consulting, needed to find a way to help the Financial Services Compensation Scheme (FSCS) transcribe more than 700,000 audio files as part of the process of reviewing consumers' eligibility for compensation. Capita Consulting created a solution using Speech services, part of Microsoft Azure Cognitive Services, to accurately transcribe the calls. Capita Consulting quickly took a new solution to market that it can repeat for future clients, while saving its client significant time and money.

*"By working with Capita Consulting and using Azure Cognitive Services, we completed our transcription project efficiently while reducing costs by 50 percent and maintaining our high standards of accuracy."*

—Tim McKeegan: Operational Planning Manager  
Financial Services Compensation Scheme

## A history of customized solutions

Capita helps organizations become more effective through innovative technology solutions. Founded 30 years ago in London, Capita is a consulting, digital services, and software company. The company's Capita Consulting unit connected with a new client, the Financial Services Compensation Scheme (FSCS), which is an independent organization that protects the customers of authorized financial firms when the firms go out of business. FSCS offers a completely free service to customers.

When FSCS began investigating one particular firm that had gone out of business, it needed to review and transcribe more than 700,000 audio calls as part of the claims process. With so many calls, it would have been incredibly expensive and time consuming to do this manually—an estimated eight months and 30 transcriptionists—while customers awaited the outcome of their claims. FSCS also needed a solution that was highly accurate because, alongside other information, the content of the calls could mean the difference between paying someone compensation or not.

"This was a significant, high-profile firm failure for FSCS to deal with," says Tim McKeegan, Operational Planning Manager at Financial Services Compensation Scheme. "We knew we needed a highly accurate solution that we could trust to help our team to deliver fair outcomes for our customers, who had already been through enough."

## Highly accurate transcriptions

As a member of the Microsoft Partner Network, Capita Consulting began exploring how to use Microsoft technology to best serve FSCS. "We realized we could stand up solutions faster using Microsoft capabilities compared to any of our other ecosystems," says Matt Stagg, Head of Data and AI Solutioning at Capita.

Capita Consulting decided to use [Speech services](https://azure.microsoft.com/en-us/services/cognitive-services/speech-services/) (<https://azure.microsoft.com/en-us/services/cognitive-services/speech-services/>) such as [Speech to Text](https://azure.microsoft.com/en-us/services/cognitive-services/speech-to-text/) (<https://azure.microsoft.com/en-us/services/cognitive-services/speech-to-text/>) , part of [Microsoft Azure Cognitive Services](https://azure.microsoft.com/en-us/services/cognitive-services/) (<https://azure.microsoft.com/en-us/services/cognitive-services/>) , to accurately generate transcripts of the audio files. The team watched for any errors and then trained custom models using [Custom Speech](https://speech.microsoft.com/customspeech) (<https://speech.microsoft.com/customspeech>) for greater accuracy on keywords that were specific to FSCS's requirements.

Accurate transcriptions can be a challenge given variation in speakers' accents and sometimes poor audio quality from old recordings. "We worked closely with FSCS to show how tightly we were assessing the transcriptions," says Stagg. "By applying continuous machine learning to train the speech model and teaching it the appropriate financial terminology, we created a solution that we could fully trust and that also satisfied FSCS's stringent accuracy requirements."

## Fast solution deployment

Capita Consulting completed the development of the end-to-end solution, including training the Custom Speech model, in 10 weeks. Then the company used [batch transcription](https://docs.microsoft.com/en-us/azure/cognitive-services/speech-service/batch-transcription) (<https://docs.microsoft.com/en-us/azure/cognitive-services/speech-service/batch-transcription>) to transcribe the 700,000 audio files in just three weeks, enabling them to offer a solution that was 90 percent faster. "We were amazed at how quickly we accomplished this project," [says](#)

Stagg. "We're experienced at using data science to create our own solutions, and Azure Cognitive Services helped us further accelerate the delivery of a client solution."

Capita Consulting has now gained internal expertise, so it can repeat similar solutions for other clients in the future. The company anticipates that its new capabilities will help it better serve customers. "By working with FSCS, we've demonstrated that we can create the solution, deliver quickly, and repeat," says Stagg. "We know that the need for voice-to-text projects and changing unstructured to structured data is huge for law enforcement, security organizations, government clients, financial services, and critical infrastructure organizations."

## Efficiency and cost savings for clients

Not only was creating the transcriptions much faster for FSCS, but using Cognitive Services helped make the whole process more targeted and efficient. For example, FSCS knew that the 700,000 transcripts represented a certain number of potential claims and not all would be eligible for compensation. "With the ability to search by keyword, we focused on the relevant calls and discovered that we had around 6,000 claims to assess," says McKeegan. "By using Azure Cognitive Services, we saved nearly 75 percent of our workload by targeting the relevant audio files instead of spending time listening to everything."

Capita Consulting is proud that it was able to create a new offering for FSCS that was extremely fast and also met FSCS's strict accuracy requirements. In addition, the company delivered the project in a far more cost-effective way than the previous options that FSCS had considered. "We were initially considering a team of 30 people transcribing over eight months, which would have been very expensive in resource costs," says McKeegan. "By working with Capita Consulting and using Azure Cognitive Services, we completed our transcription project efficiently while reducing costs by 50 percent and maintaining our high standards of accuracy. We continuously

applied machine learning to ensure the results met our high standards, and our experts manually checked the accuracy of the AI before we made any claims decisions."

Find out more about [Capita](https://www.capita.com/) (<https://www.capita.com/>) on [Twitter](https://twitter.com/CapitaPlc) (<https://twitter.com/CapitaPlc>) , [Facebook](https://www.facebook.com/CapitaPlc/) (<https://www.facebook.com/CapitaPlc/>) , and [LinkedIn](https://www.linkedin.com/company/capita) (<https://www.linkedin.com/company/capita>).

**" We're experienced at using data science to create our own solutions, and Azure Cognitive Services helped us further accelerate the delivery of a client solution."**

—Matt Stagg: Head of Data and AI Solutioning, Capita Consulting Data and AI  
[Capita](#)

**" By working closely with our client and training the speech model, we created a solution that we could fully trust and that satisfied our requirements."**

—Matt Stagg: Head of Data and AI Solutioning, Capita Consulting Data and AI  
[Capita](#)

## Learn More

[Azure Cognitive Services](#)

[Speech services](#)

[Speech to Text](#)

[Custom Speech](#)

## Similar Stories

© 2017 Microsoft



Pearson empowers language students to learn faster in a natural way with Azure AI capabilities



The University of Sydney builds AI-infused Corona-Bot to support students with COVID-19 queries



AIを活用したタクシー配車サービスで日本におけるプレゼンスを高める「DiDi」——外国人客と運転手の橋渡しとなる翻訳機能を古ラス「Cognitivo



LaLiga boosts fan engagement with multiple digital channels and conversational AI

## Follow Microsoft



What's new	Microsoft Store	Education	Enterprise	Developer	Company
Surface Pro 8	Account profile	Microsoft in education	Azure	Microsoft Visual Studio	Careers
Surface Laptop Studio	Download Center	Office for students	AppSource	Windows Dev Center	About Microsoft
Surface Pro X	Microsoft Store support	Office 365 for schools	Automotive	Developer Center	Company news
Surface Go 3	Returns	Deals for students & parents	Government	Microsoft developer program	Privacy at Microsoft
Surface Duo 2	Order tracking	Microsoft Azure in education	Manufacturing	Channel 9	Investors
Surface Pro 7+	Virtual workshops and training		Financial services	Microsoft 365 Dev Center	Diversity and inclusion
Windows 11 apps	Microsoft Store Promise		Retail	Microsoft 365 Developer Program	Accessibility
HoloLens 2	Flexible Payments				Security
					Microsoft Garage



[Sitemap](#) [Contact Microsoft](#) [Privacy](#) [Terms of use](#) [Trademarks](#) [Safety & eco](#) [About our ads](#)  
© Microsoft 2021