

Data Science. Digital Transformation

Success Story: Revolutionizing Admissions with Generative AI-Powered Speech Analytics

Client Overview:

Our client, a leading global technology & science university, offers a diverse array of courses ranging from Engineering to Medical Sciences and Management Studies. Despite their prestigious reputation, the university faced a significant challenge in securing admissions. Their proactive approach involved counsellor-student interactions, where counsellors aimed to inform students about the university's offerings and opportunities, ultimately convincing them to enrol.

The Challenge:

The effectiveness of these interactions hinged on the counsellor's capabilities to persuade and address student concerns. However, measuring counsellor's performance and understanding the nuances of these interactions proved daunting. Our client sought a solution to measure counsellors' effectiveness comprehensively, focusing on key metrics such as handling objections, probing, query resolution, and soft skills like politeness and tone.

The Solution:

Shyena Tech Yarns stepped in with an innovative solution harnessing the power of AI. Leveraging our proprietary Generative AI-Powered Speech Analytics platform, we analysed counsellor-student audio conversations. Our advanced NLP algorithms transcribed the calls and generated key insights required by the client.

Implementation:

- **Automated Scorecard:** We developed an automated scorecard to evaluate counsellor performance objectively. This scorecard provided insights into successful and unsuccessful call analysis, empowering the client to identify areas for improvement.
- **Lead Generation:** Our platform went beyond performance evaluation, automatically detecting admission intents of students and categorizing leads into Hot, Warm, and providing win-probability scores. This enabled targeted lead management strategies, maximizing conversion rates.

Results:

The impact of our solution was transformative. With our AI-powered insights, counsellors became more effective in their interactions with students. As a result, our client witnessed remarkable success in admissions for the year 2023:

- **Engineering and Medical Courses:** Achieved a 20% increase in admissions compared to the previous year.
- **Management Courses:** Realized an astounding 40% increase in admissions.

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Conclusion:

Shyena Tech Yarns enabled our client to surpass their admission goals through our AI-powered solution. By revolutionizing counsellor performance measurement and lead generation, we facilitated a paradigm shift in the university's admissions process. Our collaboration not only achieved tangible results but also paved the way for continued success in the future.

Future Outlook:

With the success of our solution evident, our client now stands poised to further optimize their admissions process. Continued refinement of AI algorithms and ongoing collaboration between our teams will ensure sustained success, empowering the university to attract top-tier talent and maintain its position as a global leader in education.

Testimonial:

"Our partnership with Shyena Tech Yarns has been instrumental in transforming our admissions process. Their AI-powered solution not only enhanced counsellor performance but also provided invaluable insights that drove significant increases in admissions. We look forward to continuing our collaboration to further elevate our admissions efforts." - [Chief Admission Officer]

With Shyena Tech Yarns' AI-powered solution, our client's journey to admissions success reached new heights, setting a precedent for innovation and excellence in higher education.