

<p>About the Customer</p>	<p>The Inteliconvo Speech Analytics Platform implementation was done for one the online investment company in India. The customer is a retailer for Mutual Funds, Insurance Policies, FDs and other investment instruments from leading banks and insurance companies.</p>
<p>Business Problem</p>	<p>The Customer sells the investment instruments, direct to there customers. They utilize voice &amp; emails as main channel to reach out to the end customers. They have a team of sales reps to make voice calls to sell the investment instruments. Any potential lead generated from the call must be entered in the CRM so the sales team can follow up and convert the lead. They however had following challenges for which they were looking for the solution:</p> <ul style="list-style-type: none"> <li>▪ The Sales Reps, many a times do not catch the buying signals from the customers and hence potential opportunity was missed</li> <li>▪ The Sales Reps sometimes miss out on making an entry about a potential lead into the CRM due to excessive work load</li> </ul>
<p>Solution</p>	<p>Inteliconvo speech analytics platform was a perfect fit for the business challenges faced by the client. The overall solution approach is described below.</p> <p><b>Stats</b></p> <ul style="list-style-type: none"> <li>▪ The daily call volume was around 2200</li> <li>▪ Average call size was 4 minutes</li> <li>▪ The telephony system used was Ameyo.</li> <li>▪ Languages Supported were Hindi, English, Hinglish</li> </ul> <p><b>Deployment</b></p> <ul style="list-style-type: none"> <li>▪ Private Cloud</li> </ul> <p><b>Approach</b></p> <ul style="list-style-type: none"> <li>▪ After the initial platform demonstration, the customer wanted to run a pilot for 2 weeks to see the platform in action.</li> <li>▪ Data Scientist from Shyena Tech Yarns was involved on day to day basis to ensure the success of the pilot</li> <li>▪ After 2 weeks successful pilot, the Customer saw a real value in the platform and gave us a go ahead for the implementation</li> </ul> <p><b>Implementation</b></p> <ul style="list-style-type: none"> <li>▪ The platform implementation took close to 2 weeks after the customer provided the required deployment infrastructure</li> <li>▪ The customer uploaded the audio files on SFTP server at a hourly frequency during the day, i.e. around 300 files were uploaded in one hour slot.</li> <li>▪ The 300 files batch took around 1.5 hours to process and generate insights</li> <li>▪ Integration with Ameyo Telephony was avoided by the customer due to logistics issues</li> </ul>
<p>Outcome</p>	<ul style="list-style-type: none"> <li>▪ Post successful implementation, the customer could generate around 20% more AI qualified leads using Inteliconvo platform</li> <li>▪ In the first month itself, a revenue uplift of 1.0 – 1.5 % was reported. It is expected to reach 10-15% in a period of 6 months</li> <li>▪ The customer is not getting valuable insights into the customer conversations like buying intents, sentiments, key drivers for conversions and more. These insights are helping them to tune the sales scripts and coaching the sales reps</li> </ul>
<p>Value Adds</p>	<ul style="list-style-type: none"> <li>▪ The Inteliconvo platform licences comes with a Data Scientist to ensure ROI. The data scientist also helps in building some mission critical analytics for the business. At present, out data scientist is working with the Customers Marketing team to establish the customers buying journey by integrating the data from Web, Voice and Email channels</li> </ul>