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Financial consultancy firm's 200-strong sales team uses generative AI engagement with conversation data to improve win rate and close more deals.

Situation

Serving the needs of a client base that exceeds 5,000 high-net-worth individuals, this sales department had many sales tools at its disposal. Yet they were struggling to increase client retention rates and could not adequately customize their services to address client demand.

They were looking for a solution that could not only capture all customer conversations, but would help them expose a deeper understanding of their customers and identify sales opportunities missed. This solution should also adhere to all data privacy regulations, work across any device and platform, and be able to pinpoint where things were going wrong within various accounts.

Use Case

• Understand churn and lapse indicators
• Uncover lost revenue opportunities
• Improve conversion rate
• Grow, cross-sell, and upsell

Solution

CallCabinet's conversation analytics solution was deployed for a trial period and immediately started to highlight key inefficiencies in the sales process.

Next generation AI combined with deep machine learning and natural language processing are analyzing all conversations to gain deeper views into what customers are looking for. Not only is every conversation analyzed for sentiment and emotion, but each recording can be interacted with on a deeper level with prompts such as "Summarize this conversation" or "Has the customer's needs or demands been met during this conversation?".

Using these capabilities, the team uncovers actionable sales opportunities on a daily basis, dramatically increasing customer retention and deal closure rates through highly tuned and customized service delivery.

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