**CallHippo**　　enthu.ai

# CallHippo leverages Enthu's AI enabled call monitoring to reduce SaaS churn by 20% and grow new revenue by 13%

## CUSTOMER OVERVIEW

CallHippo is an on-demand Voice-over-Internet Protocol (VoIP) Service Provider. Trusted by over 5000 companies worldwide, CallHippo enables businesses to transition from desk phones to softphones in less than 3 minutes, eliminating the complexity of setting up voice based operations at scale.

**Headquarters:** Delaware, USA

## CHALLENGES

CallHippo was setting up a revenue operations process with an aim to proactively identify top line opportunities and channel back the learnings to multiple functions.

As a part of its goals, the team at CallHippo was looking for a conversation intelligence solution to gain better visibility into their daily customer conversations across sales, customer support & success functions.

While CallHippo had an existing call monitoring process, it was completely reactive, required intense manual effort and demanded juggling across call recordings, Excel sheets and emails.

As a case in point, a quality analyst had to listen to random call recordings to draw meaningful insights from customer conversations. Still, she could process less than 0.5% of the data set each month, with almost negligible funneling of intelligence across teams to drive better revenue outcomes.

CallHippo was looking for a solution that could monitor not just 100% of the conversations but also enable quality monitoring at scale so that insights could be readily used by the revenue operations across teams, including training and coaching of voice agents.

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## OUTCOME/RESULTS

Thanks to Enthu.AI's one click integration and personalized onboarding, CallHippo could go live in just under a day and get the results in the first quarter itself.

The major impact generated is as follows:-

**20%**

reduction in revenue churn.

**13%**

improvement in new revenue conversion.

**21%**

improvement in agent CSAT score

## TESTIMONIAL

**Omesh Makhija**
VP, HR and Rev Ops, CallHippo

★★★★★

" Enthu has made our customer conversations **data searchable**. I am particularly **impressed** by the way Enthu helped us **identify customer dissatisfaction signals** and address the concerns proactively, thus **reducing our churn.** "
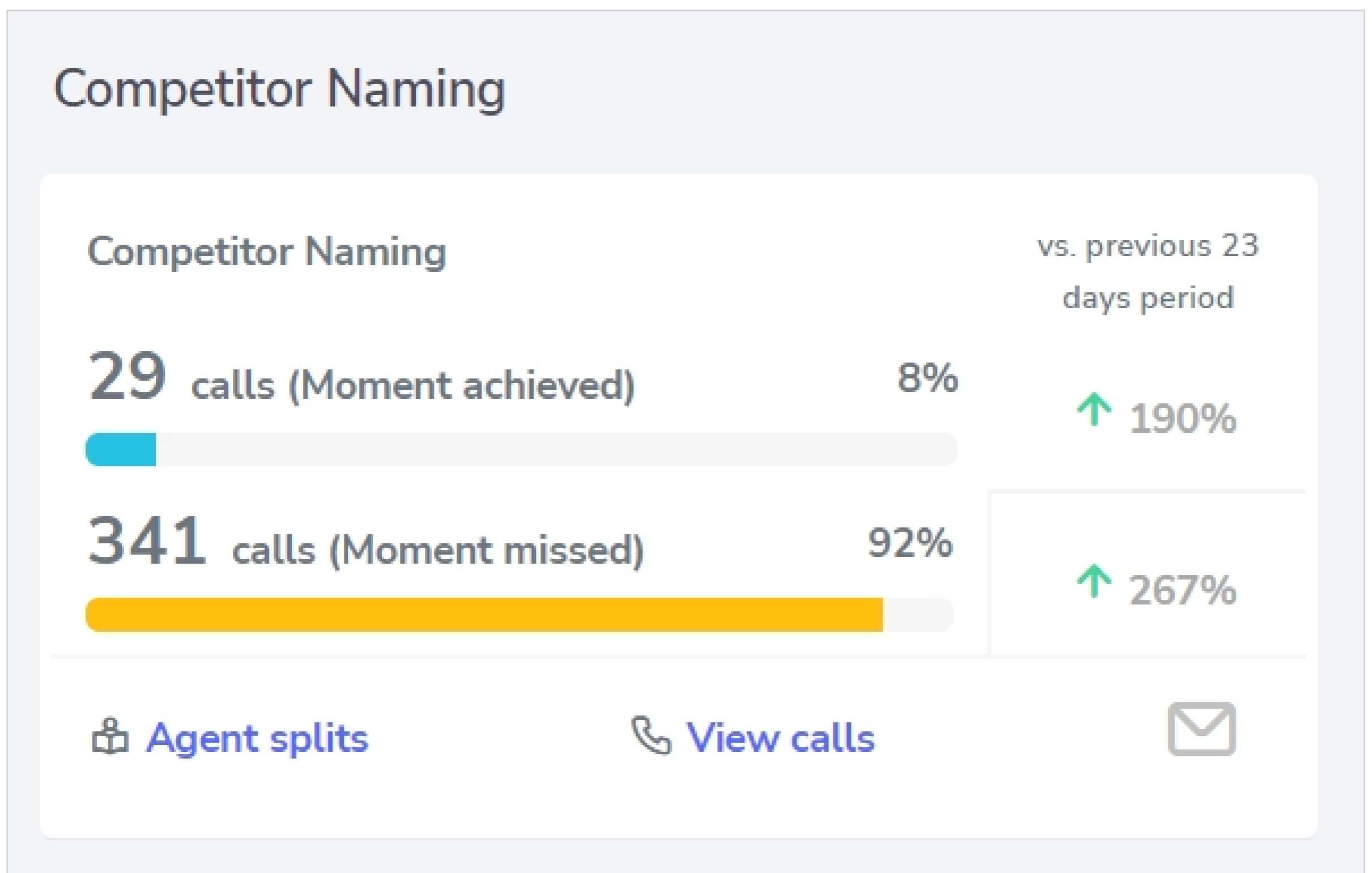
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# KEY HIGHLIGHTS

1. **Proactive detection of customer concerns, thereby reducing churn**

Enthu.AI worked closely with the CallHippo revenue operations team to create finely crafted **call moments** that were **impacting revenue.**

Calls with **negative impact on revenue** are auto detected and **picked up on priority** by the QA team to understand the customer concern and agents are evaluated for their handling skills. Any gaps are immediately highlighted to the success team for **proactive action.**

This process alone has reduced the churn for CallHippo by **20%** as no customer issue gets unnoticed and unaddressed.

## Competitor Naming

| Competitor Naming | | vs. previous 23 days period |
|---|---|---|
| **29** calls (Moment achieved) | 8% | ↑ 190% |
| **341** calls (Moment missed) | 92% | ↑ 267% |

⌂ Agent splits     ☏ View calls     ✉

*Create custom moments that align with your voice process and monitor critical aspects proactively.*

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## 2. 100% agent monitoring to improve sales performance

With more than 1500 vendors in the market, VoIP is a **highly competitive** and time sensitive business. Prospects looking for VoIP solutions are generally **mature in their needs identification** & sales journey, and as a result, the agents need to reciprocate with **pin pointed responses** to address prospect concerns.

For example, CallHippo wanted to assure its voice agents respond to the prospect queries and objections effectively, especially when it comes to **product pitch**, **value establishment** and **competitor comparison**, including **commercials**. Consistently, these 3 parts were the most critical moments of any sales conversation.

CallHippo leveraged Enthu.AI to **monitor 100% of its conversations** and identify agent **gaps**, including pitch, objections handling and commercial discussions. The personalized insights generated by Enthu.AI were then used to coach agents and improve their sales performance, resulting in **13% increase in new revenue** within a 6 months time frame.
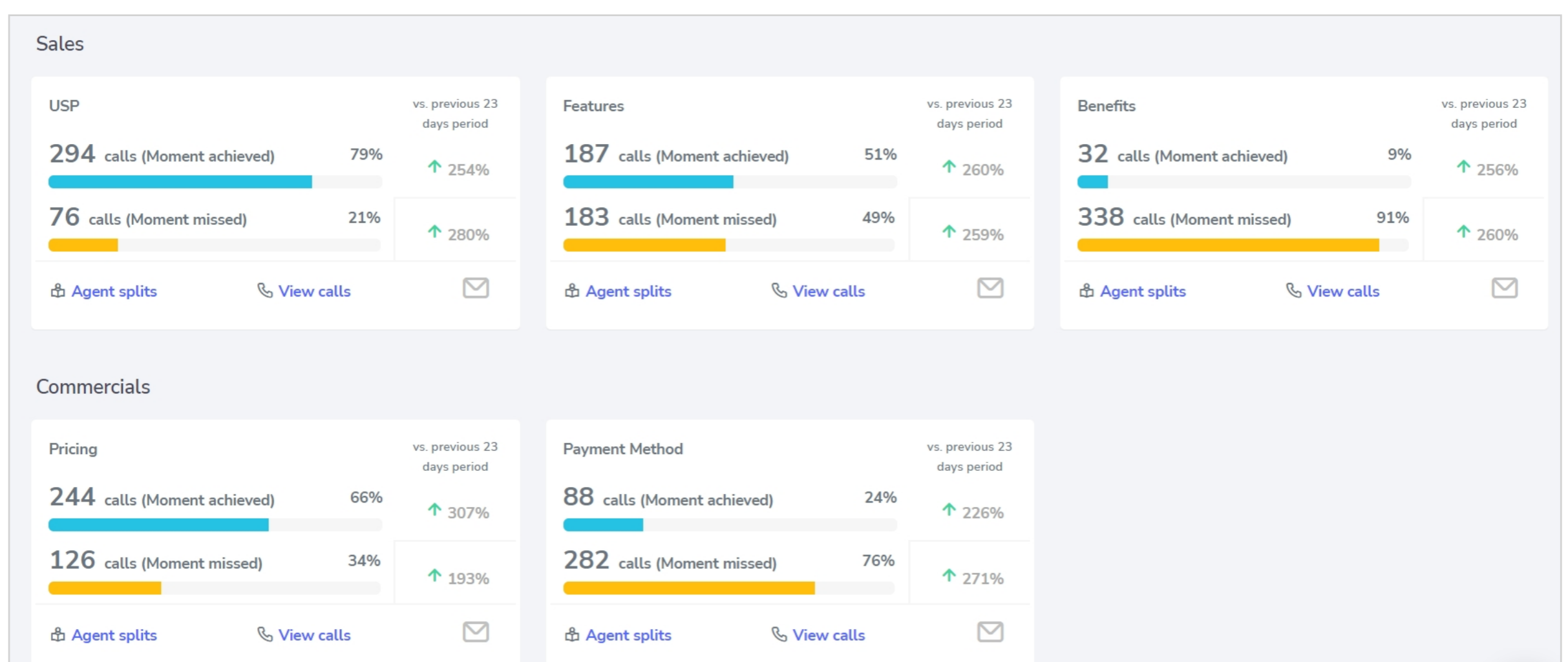


*Monitor how your SDRs/agents sell to your customers.*

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## 3. Funneling insights across the organization

Multiple teams at CallHippo now leverage Enthu.AI for their **strategic decision making**.

The **marketing team** uses conversation insights to figure out the most common customer objections. This is then used to create content that addresses those objections.

The **product team** processes churn related conversations to identify product related customer pain points and to fine tune their roadmap.

The **operations team** synthesizes the agent performance metrics within Enthu.AI to take training/incentivising decisions.
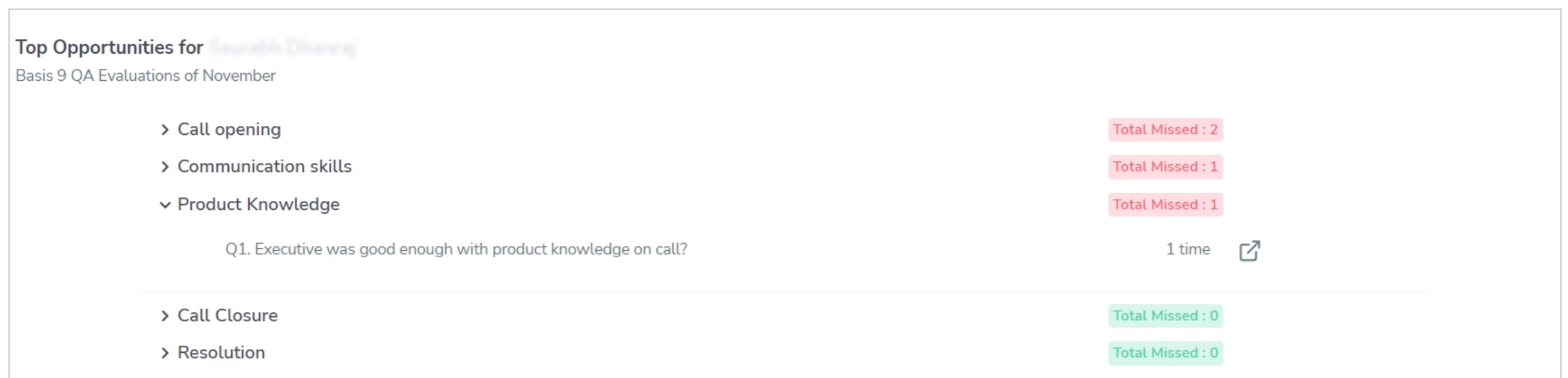


*Use the insights from Enthu.AI to drive behavior improvements.*

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While Enthu.AI already integrates one way with CallHippo's CRM software, we are now working on a **two way CRM integration**. That will help CallHippo correlate Enthu.AI conversation data with that from the CRM and derive **better revenue insights**

## REQUEST A DEMO

## ABOUT ENTHU.AI

Enthu.AI leverages speech analytics to help voice teams **get 100% visibility into their customer conversations,** without the need to listen to every single call.

With Enthu.AI, businesses can **monitor every interaction** with high accuracy; **coach agents faster & better; streamline & automate manual workflows;** and get increased visibility into their agents' **operations data**.

Trusted by leading contact centers worldwide, Enthu.AI seamlessly integrates with your tech stack and helps you build a **360 degree view** of your customer conversations.

To know more, please visit www.enthu.ai.

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