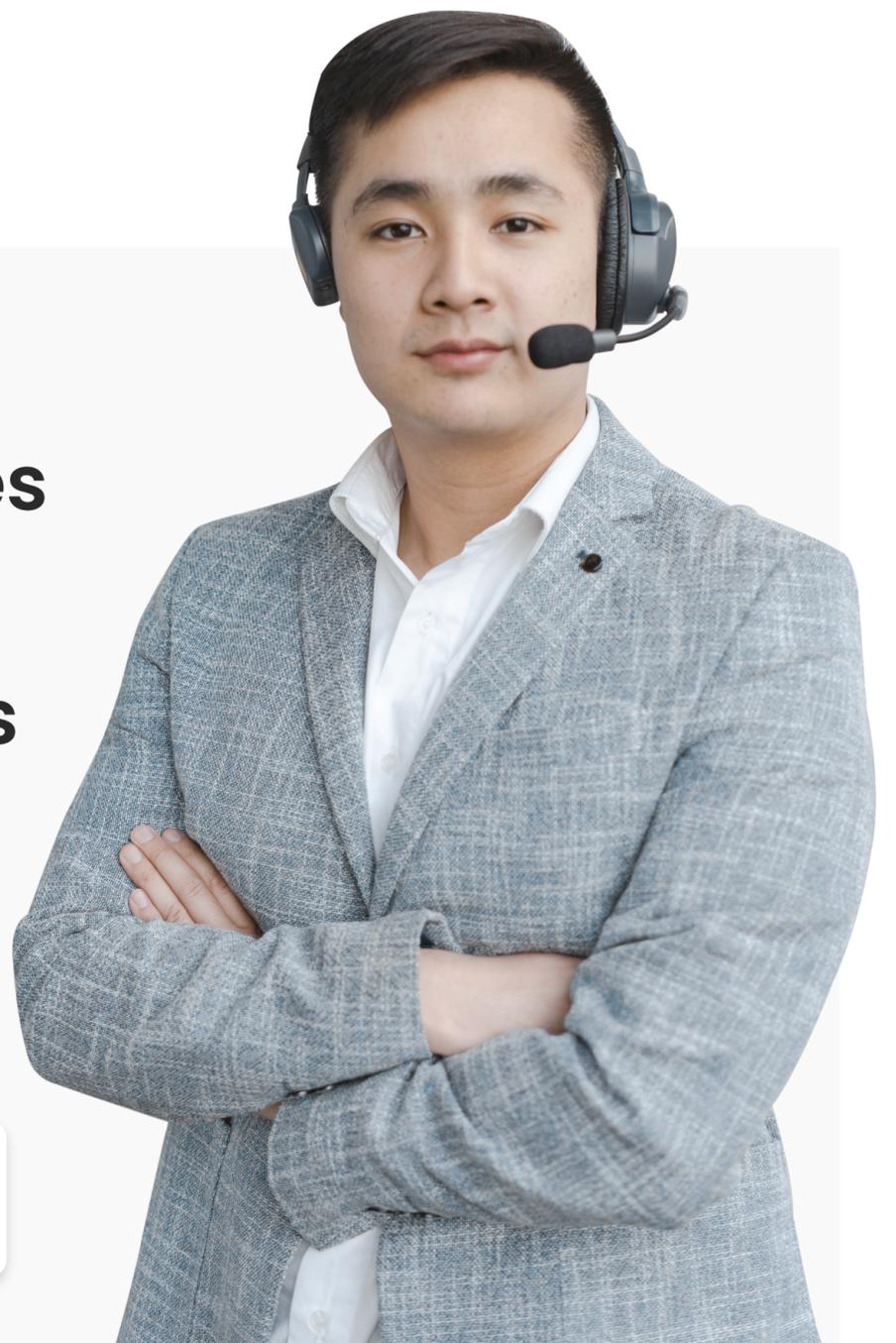


**US based real estate
private lender leverages
Enthu's speech AI to
improve qualified leads
by more than 50%**

enthu.ai



+



CUSTOMER OVERVIEW

A real estate lender specializing in bridge loans, fix-and-flip and 30 year rental investment products throughout the United States.

With an existing loan book of USD 1+ bn, the company is on a rapid growth sprint and was looking for ways to scale up its voice agent performance.

Headquarters: New York, USA

CHALLENGES

The company was **scaling up fast** with a distributed voice team, both onshore and offshore. The **existing process** of call monitoring and quality assurance **couldn't keep pace** with the number of opportunities that were coming in through inbound marketing efforts.

The company was exploring a technology solution that could enable a **replicable** and **scalable sales process** and help their voice teams **produce predictable results** when on the phone. The **aim** was to proactively monitor and learn from agent conversations and **funnel the intelligence** back to the agents so as to improve performance and lead qualification rates.

The customer was also looking for a conversation intelligence solution with high transcription accuracy and seamless fitment into their existing tech stack (**Aircall** and **Hubspot**).

OUTCOME/RESULTS

With Enthu.AI's one click integration with Aircall and Hubspot, the company could monitor 100% of its conversations to derive the following results:-

50%

improvement in lead qualification rate.

85%

reduction in bad leads getting passed to loan officers.

150%

increase in the number of agent evaluations performed each month.

100%

QA coverage for SQLs (up from earlier 70% coverage).

TESTIMONIAL



Chief Revenue Officer



“ Enthu enables us to **review calls** of large inbound and outbound teams. Enthu has helped us scale our **call review process** and support **more callers per QA**. Strong word recognition and call tagging help us **identify improvement areas** on the fly, significantly impacting our **lead qualification rates**. ”

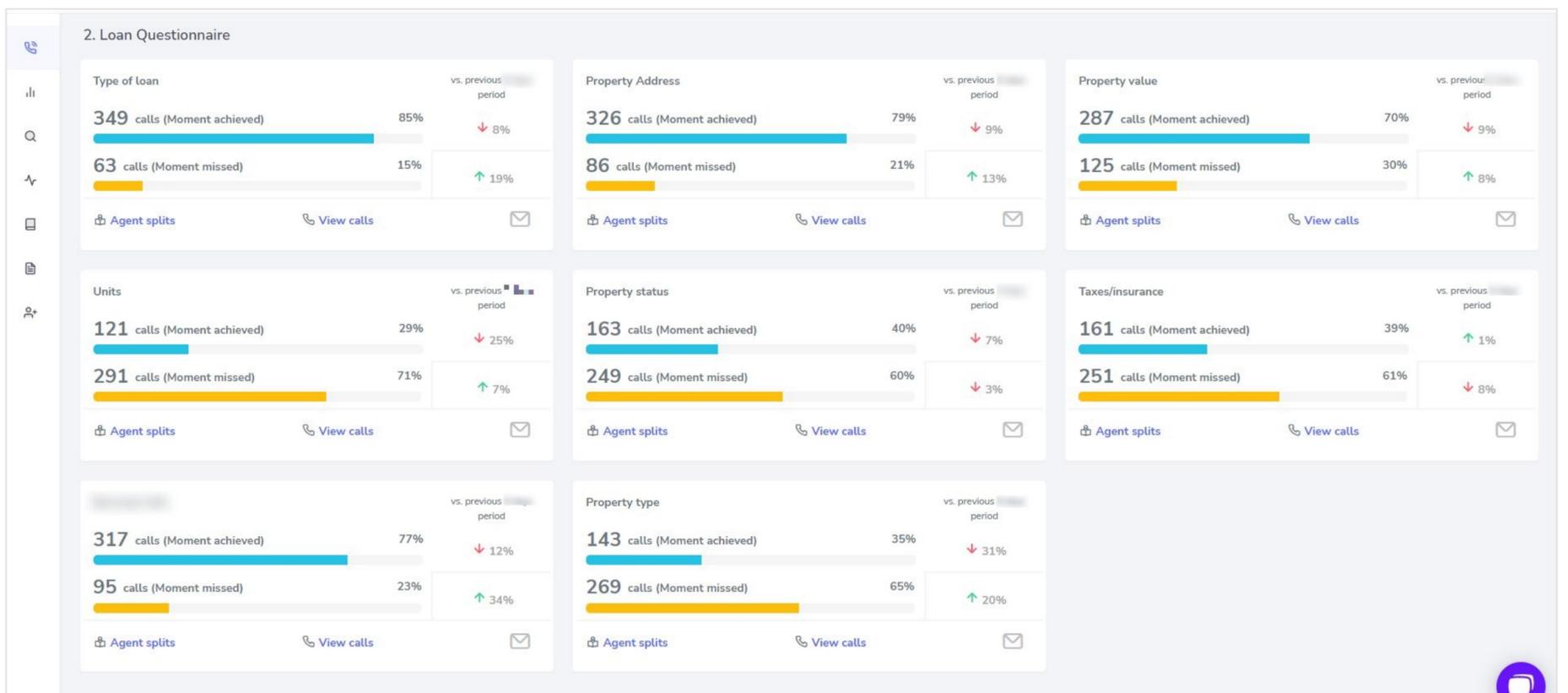
KEY HIGHLIGHTS

1. Replicable and scalable quality monitoring

Prior to Enthu.AI, a quality person had to **manually listen to conversations**, record feedback on **Excel sheets** and extensively **rely on emails** to share evaluation data and coaching inputs. The entire process worked well during initial stages but it started faltering as the company **scaled up its voice operations** from 3 to 30 agents.

As an example, a major chunk of leads marked as SQLs and shared with the onshore loan officer were actually not SQLs. It was **humanly impossible** for the QA to listen to each such call and identify the improvement opportunities of the agent.

With Enthu.AI, the team started using **AI driven call moments** to identify conversations with SQL/MQL signals. Evaluating calls and sharing feedback with agents got **3X faster** and more accurate. Now, the team not just **monitors 100% conversations** but also **evaluates 100% of SQL conversations**, deriving improvements and insights on the fly and improving their **lead qualification rate** by more than **50% in just under 3 months**.



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

2. Tailored agent coaching

The **personalized coaching insights** generated by Enthu.AI brings out opportunity areas of each agent at just a click of a button, saving more than **20 hours of data collection** and analysis effort for the quality & coaching team.

With **time series analysis** of hits and performance of every single agent, the quality team focuses on delivering coaching instead of generating insights.

Feedback notes are instantly shared with agents for action and improvement, cutting the **coaching delivery time** from days to just a couple of minutes.

Since the quality team now evaluates more conversations and gives pin pointed feedback, the **agent performance** has improved resulting in better qualification of leads and more SQLs per voice agent.

Top Opportunities for [redacted]
Basis 11 QA Evaluations of January | 2022

- > Opening Total Missed : 0
- > [redacted] Total Missed : 2
- > [redacted] Total Missed : 0
- > Call hygiene Total Missed : 2
- > [redacted] Total Missed : 1

QA Eval form hits for [redacted]

	Wk1 (Jan 2 - Jan 8)		Wk2 (Jan 9 - Jan 15)		Wk3 (Jan 16 - Jan 22)		Wk4 (Jan 23 - Jan 29)		Overall for January	
Scoring weight	% of hits	Total hits	% of hits	Total hits	% of hits	Total hits	% of hits	Total hits	% of hits	Total hits
+ Opening	-	-	-	-	-	-	-	-	-	-
+ [redacted]	50.0	2	-	-	-	-	-	-	40.0	2
+ [redacted]	-	-	-	-	-	-	-	-	-	-
+ Call hygiene	25.0	1	-	-	100.0	1	-	-	40.0	2
+ [redacted]	25.0	1	-	-	-	-	-	-	20.0	1
Team QA Scorecard	100	4	-	-	100	1	-	-	100	5

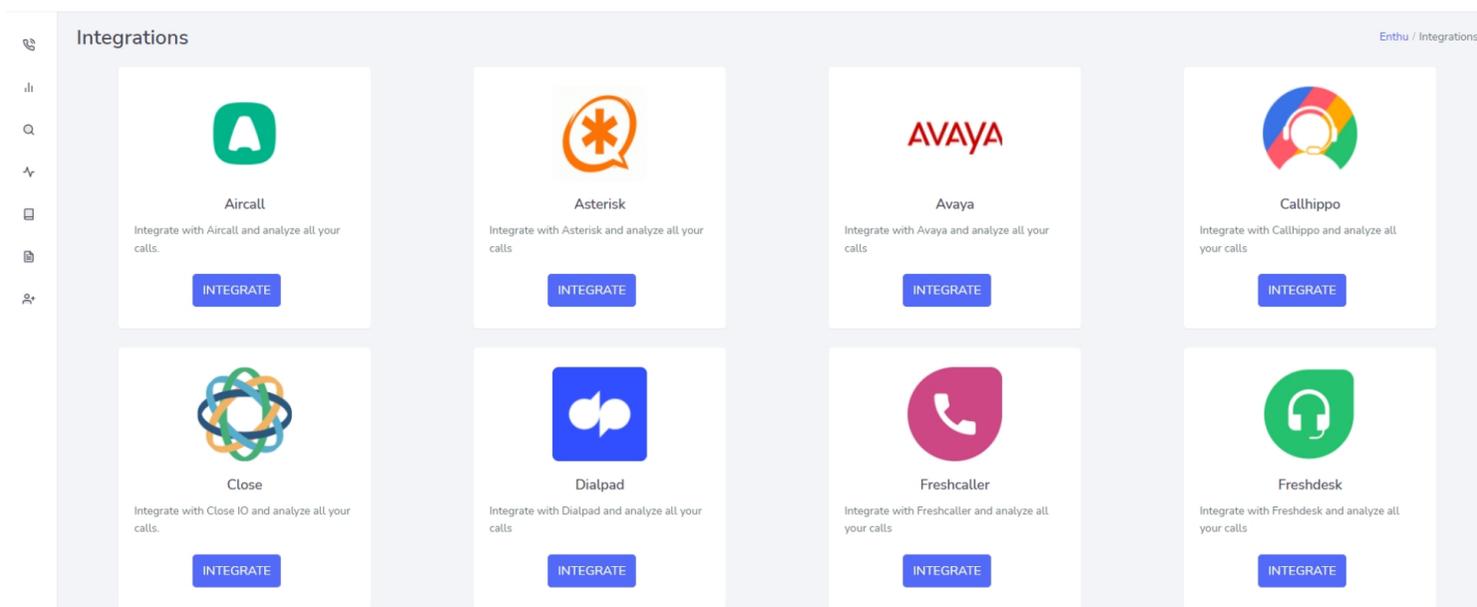
Monitor how your SDRs/agents sell to your customers.

3. Seamless sharing data and intelligence with 3rd party software

Enthu.AI seamlessly **integrates** with the customer's **Aircall** account, ensuring all agent conversations are redacted for sensitive data and analyzed almost **instantly**, without anyone lifting a finger.

Further, all call transcriptions and analysis URLs are pushed into **Hubspot** under the relevant contacts, ensuring the loan officers can refer to the transcripts and the corresponding analysis **without them leaving** the CRM platform.

Enthu.AI enables the customer with multiple data exchanges and cross platform intelligence sharing, without them spending even a single minute of effort.



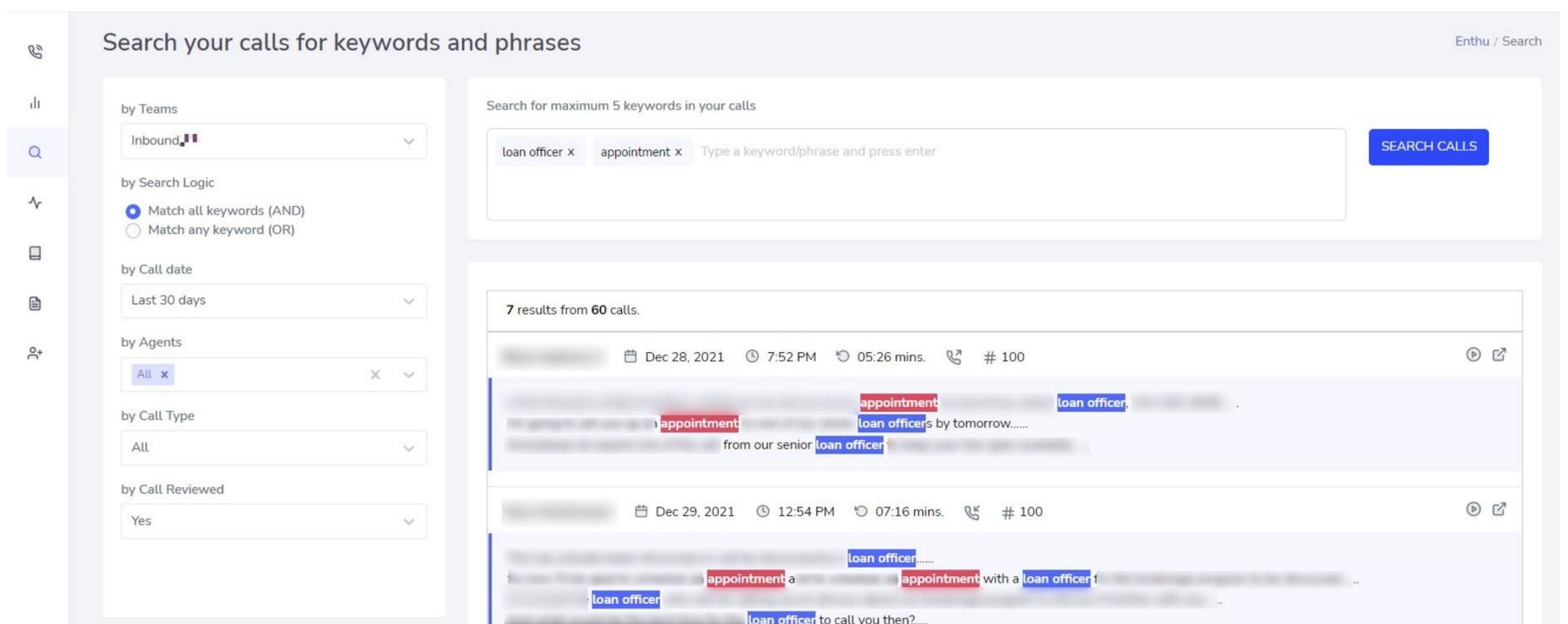
Integrate across VoIPs and CRMs to ensure seamless intelligence sharing across teams.

4. Generating custom intelligence to design new campaigns

The customer is leveraging Enthu.AI's **search functionality** to extensively **source market intelligence** from the voice calls.

For example, marketing material on the website factors in the common customer objections that get sourced from Enthu.AI's conversation intelligence engine.

Similarly, insights around changing customer preferences and new product offerings are regularly sourced from Enthu.AI to design new products and marketing campaigns.



Search in depth within your conversations for hidden insights.

UP NEXT

In 2022, the company plans to onboard agents across all voice teams on Enthu.AI (in addition to their existing lead qualification team). The purpose is to **proactively capture improvement opportunities** for all voice agents and help them **improve performance through better coaching**.

[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.enthui.ai.