



Case Study

ORI's Gen AI-based Mono Speech Analytics for Sales for Metropolis Healthcare

Client

Metropolis Healthcare is a market leader in healthcare diagnostics with over 4000 collection centres and 200 laboratories spanning India, South Asia, Africa and the Middle East. Metropolis sought to leverage AI-driven insights to **analyse sales-specific, revenue-driving conversations** between their contact centre agents and potential end customers to increase lead conversions, identify training needs to improve agent performance and enhance customer satisfaction.

Problem Statement

Metropolis Healthcare handles a high volume of sales calls, comprising inbound and outbound interactions with high-intent leads—customers expressing interest in diagnostic tests. Effective sales conversations are critical to converting these opportunities.

However, Metropolis faced challenges in ensuring consistent quality and performance across calls. Manual auditing was resource-intensive and limited the ability to:

- Assess whether agents were executing effective sales strategies.
- Address customer objections in a structured manner.
- Capture valuable competitor insights.
- Optimise negotiation effectiveness.

Challenges faced

Metropolis Healthcare faced a combination of operational inefficiencies and strategic blind spots in managing its high-volume, high-intent sales calls. The challenges underscored the need for a robust, scalable solution to drive actionable insights, enhance customer engagement, and improve conversion rates.

1. Inefficient Agent Performance Tracking

The sheer volume of calls made it difficult to:

- Conduct consistent quality audits.
- Evaluate key agent performance metrics such as responsiveness, negotiation skills, and objection handling in 100% of the agent conversations.



- Deliver targeted coaching and training based on actionable insights.

This resulted in variability in sales effectiveness and inconsistent customer experiences.

2. Inconsistent Call Dispositions

Agents often provided inconsistent or inaccurate call dispositions, making it challenging to:

- Categorise customer interactions effectively.
- Identify follow-up opportunities or measure call outcomes accurately.

3. Lack of Customer Sentiment Insights

Limited visibility into customer sentiment during calls hindered the proactive resolution of dissatisfaction and reduced opportunities to build customer loyalty. This gap often translated into missed conversions and weakened relationships.

4. Missed Competitor Intelligence

Limited insights into accurately capturing the voice of customer intelligence like:

- Understand competitor offerings.
- Address customer objections tied to competitor comparisons.
- Adapt sales strategies to maintain market relevance.

5. Limited Insight into Reasons for Customer Denial

Manual call audits failed to consistently capture reasons for customer objections or denials—such as pricing concerns or unavailability of specific tests—limiting the ability to refine sales approaches and effectively address customer needs.

Methodology

To address Metropolis Healthcare's challenges and unlock the full potential of its sales calls, ORI implemented a cutting-edge, generative AI-powered speech analytics system. **The solution was meticulously designed to meet the unique requirements of a mono-channel call recording (agents and customers on the same audio channel) with significant background noise** to elevate sales performance and better understand the voice of the customer.

1. Advanced AI-Powered Speech Analytics



ORI's solution featured fine-tuned generative AI with **granular speaker diarization**, enabling precise differentiation between agent and customer voices even in single-channel audio with cross-talk. This foundational capability ensured accurate transcription and analysis despite background noise and the inclusion of complex medical terminologies.

2. Comprehensive Call Analysis Framework

Every sales call was rigorously analysed against Metropolis's quality benchmarks to evaluate the following:

- **Sales Effectiveness:** Adherence to scripts, handling objections, and upselling.
- **Competitor Mentions:** Systematic tracking of competitor references for strategic insights.
- **Customer Sentiment:** Sentiment analysis and a better understanding of customer expectations.
- **Call Dispositions and Summarization:** Automated tagging and summarisation of calls to streamline follow-ups, and ensure accurate reporting.

3. Intuitive Dashboard for Data-Driven Insights

The solution included a user-friendly, interactive dashboard that provided actionable insights through visual summaries and metrics, such as:

- Booking conversion rates.
- Call dispositions and customer sentiment trends.
- Common customer intents and campaign effectiveness.

This enabled Metropolis to quickly identify focus areas, optimise strategies, and align operations with customer behaviour trends.

4. Individual Agent Performance Analytics

A dedicated module for agent performance analytics delivered a granular view of each agent's effectiveness. Key metrics tracked included:

- **Average Performance Score (APS):** A consolidated measure of script adherence and call outcomes.
- **Call Handling Metrics:** Average call handling time and customer resolution rates.
- **Skill Gaps:** Insights into areas such as objection handling, upselling, and negotiation.



These analytics empowered Metropolis to conduct **targeted training sessions**, provide constructive feedback, and recognise top-performing agents, driving a culture of continuous improvement.

Key Outcomes: Delivering Transformational Results for Metropolis Healthcare

ORI's Gen AI-powered Conversation analytics solution exceeded Metropolis Healthcare's expectations, surpassing the stated target accuracy rate of 80% across all metrics. By deploying an advanced speech analytics platform, Metropolis unlocked significant operational efficiency, sales performance insights, and customer engagement enhancements. Below are some of the accuracies ORI was able to drive

- **Call disposition accuracy**, for instance, was around **89.58%**
- **Customer Mention accuracy** was **92.11%**
- **Customer Sentiment analysis** accuracy at **97.37%**
- **Denial Level Accuracy** was at **97.37%**
- **Customer Intent** was around **94.74%**

The above accuracies achieved have positioned Metropolis Healthcare to maximise conversions, optimise customer interactions and sustain a competitive edge in a dynamic market.