



CASE STUDY



Celebal Conversational Analytics



PROFILE

US based Pharmaceutical group with market cap of 150 billion\$.



PROBLEM

The Pharma Company wanted to analyze their call center logs. They had all the audio conversation of their customers with their customer care representatives. They wanted to analyze their conversation and predict who would go off-therapy after the discussion.



FRAUD RISK

The patient using the drugs of the Pharma Company had lot of questions regarding its side effect, no-effect, and how can they transport the drug. They would have lot of questions around the drugs and a bad response could lead to the patient stop taking the drug.

They wanted to create a system where they could predict in real time if the call is moving in the wrong direction.



BUSINESS CASE

It was obvious that the conversational analytics would allow Pharma Company to attend their customers in a better way. This would decrease customer churn and would ensure better analysis of survival analysis.

- Enhance existing customer relationships and build trust as both can crumble in an instant as a result of bad conversation
- Maintain their hard-earned reputation, the heart and soul of any Pharma organization

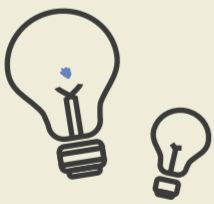
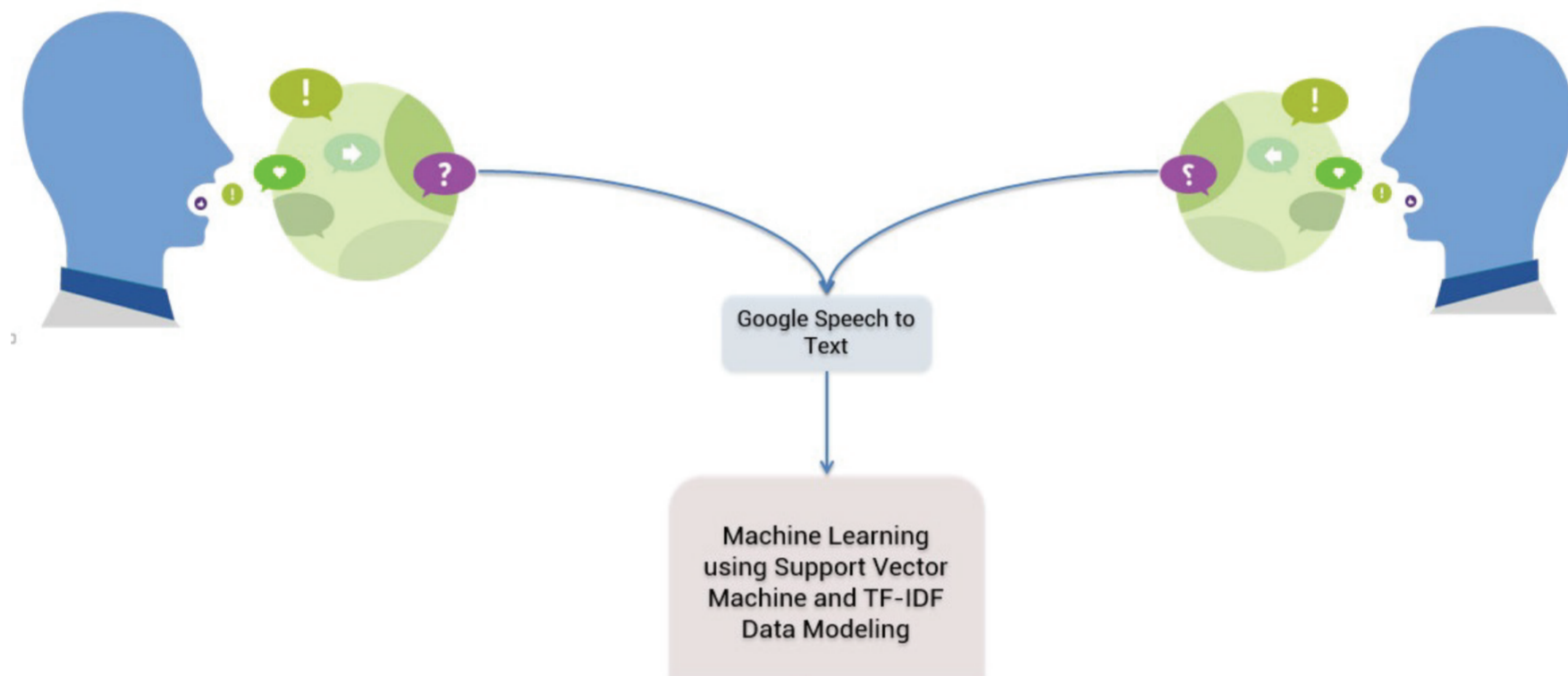


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SOLUTION

Celebal provided a cutting edge solution involving Google Speech to text API and then implementing State of the art algorithms (Support Vector Machine)



RESULTS

The customer feedback for the call improved by 38% which was a large increase given that most patient majorly called in case of issues with their drugs. The total off-therapy reduced by 11% and this was largely due to the fact that Celebal was able to bring the Company nearer to its customer.