



# NewgenONE HARPER

## Conversion Intelligence Agent

*The Silent Sales Multiplier in Your Customer Calls*



## OVERVIEW

Your business wins when you listen, really listen, to every customer. Good companies listen. Exceptional ones learn, turning every customer interaction into actionable intelligence. Thousands of customer conversations happen daily. Yet, the most critical insights, such as purchase intent, loyalty triggers, and competitor threats are lost in the noise unless you analyze it carefully.

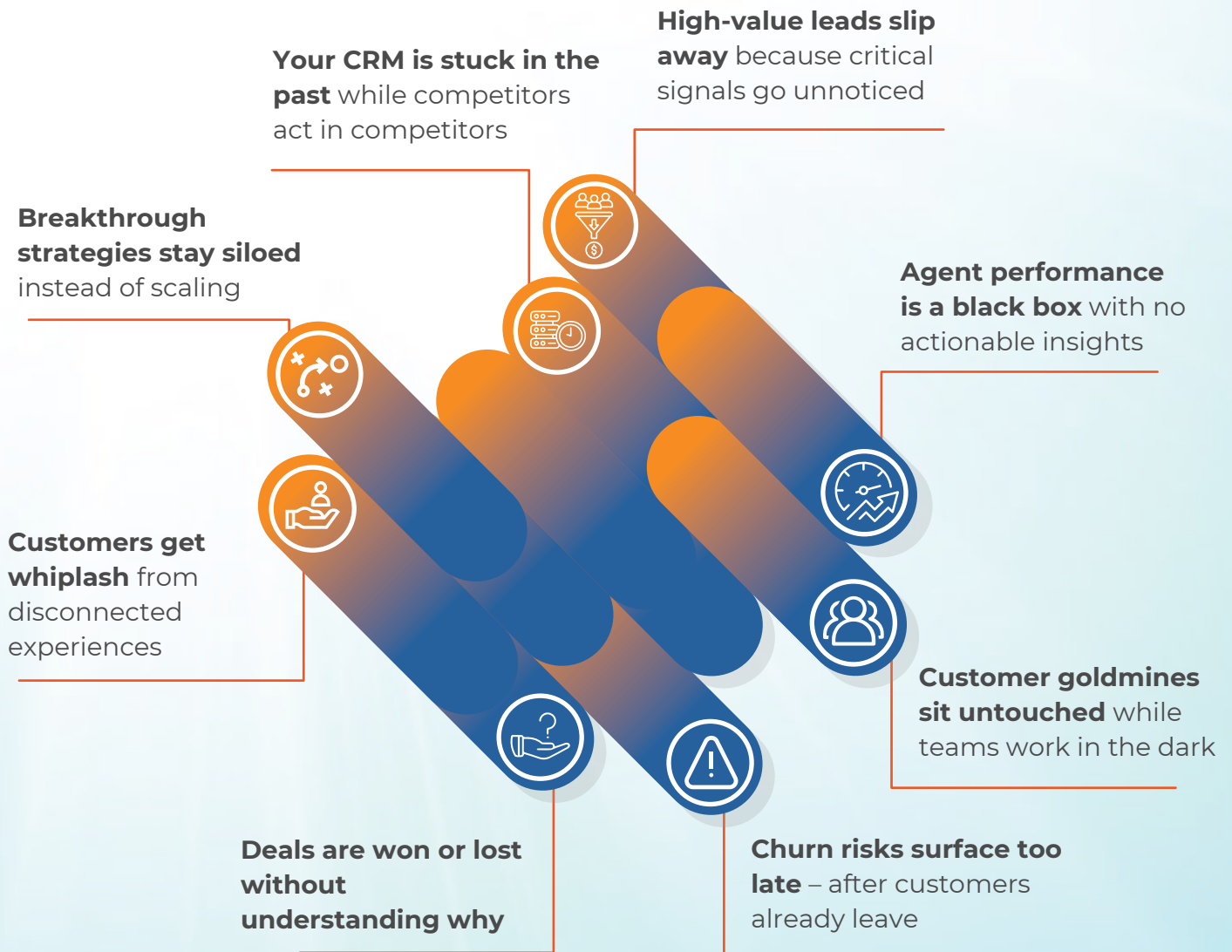
***The gap between good and great? It's not just hearing customers, it's rather about decoding their needs before they ask.***



**AI-first NewgenONE Harper, conversion intelligence agent, does the heavy listening, so you catch every 'I'll take it' buried in the chatter.**

You can leverage Harper to tirelessly analyze every call to surface detailed insights that are hidden in your day-to-day conversations. Those subtle buying signals? Harper spots them. The unspoken frustrations? Harper flags them. The competitive advantages you've been missing? Harper reveals them in real time with absolute clarity.

## Struggling with These Growth-killing Gaps?



### THE DIFFERENCE BETWEEN GUESSING AND GROWING?

Harper gives you the insights, tools, and confidence to win more, EVERY SINGLE DAY.

The **Federal Deposit Insurance Corporation (FDIC)** in its 2023 report highlighted that banks are facing challenges in effectively managing and analyzing vast amounts of customer data, which can impact decision-making processes. This challenge extends across industries, creating a gap between customer expectations and business performance.

## How Does NewgenONE Harper Work?

NewgenONE Harper, the conversion intelligence agent, audits every call, uncovers what customers truly want, and delivers clear, actionable insights to boost conversions. The agent:



Turns hesitant callers into confident buyers



Transforms missed opportunities into meaningful engagements



Converts initial inquiries into transactions

The agent automatically detects what customers are really feeling, what they intend to do, and subtle behavioral cues you might otherwise miss. These insights get delivered through easy-to-understand dashboards and helpful AI assistants that guide your team. By reviewing 100% of customer call, Harper helps you close deals faster, improve how your agents perform, and create smarter, more personalized customer experience.

Harper's enterprise-grade architecture has been built for trust, scalability, and reliability. The **Trusted AI and Agentic Shield** ensure every insight is explainable, auditable, and compliant with data governance policies. By leveraging the agent, you can identify and replicate top agent behaviours, optimize conversion funnels, and surface hidden customer insights, and hyper-personalize engagements.



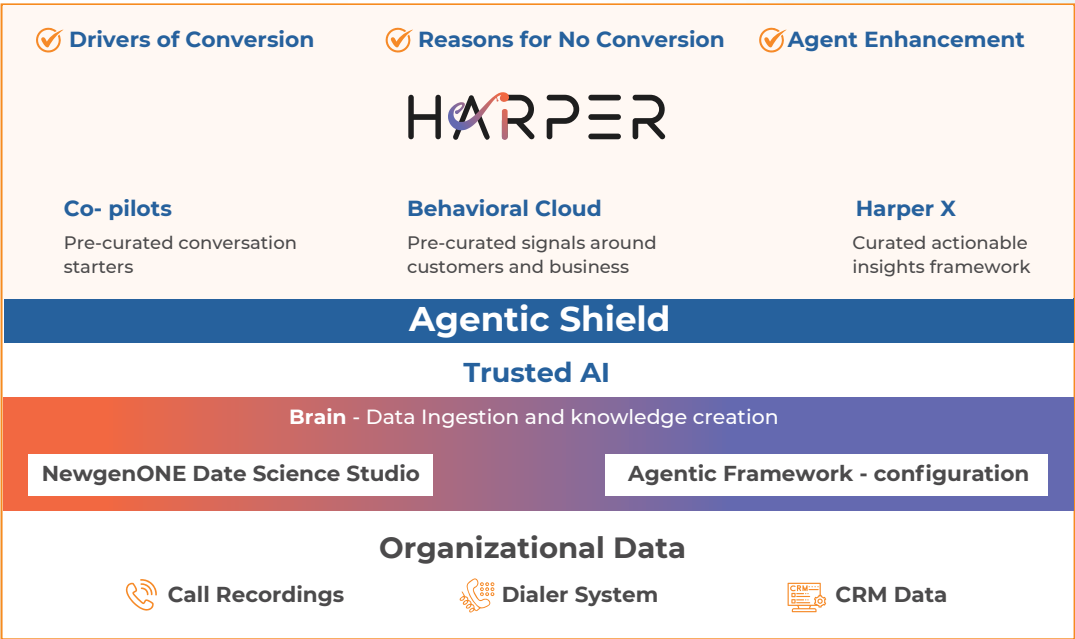
## Solution Highlights

Harper Capability	How Does it Help Your Organization?	What it Does?
End-to-end Call Capture	Ingests and automatically audits 100% of customer interactions	No blind spots, no manual sampling
Intent and Sentiment Detection	Leverages GenAI to detect intent, sentiment, tonality, and behavioral micro-signals through power business intelligence (BI) dashboards. These insights appear in easy-to-read dashboards for your team to act on immediately	Agents pivot on the spot, saving shaky deals, responding perfectly to unspoken requirements, and closing more sales by catching buying signals
Model Replication	Identifies exactly what top agents are doing right, their winning phrases, perfect timing, and most effective techniques. It then shares these proven strategies with your whole team through scheduled updates (daily, weekly, or monthly, whatever works for you)	Converts mid-tier reps into high performers. You can clone your super stars, ensure continuous process improvement, maintain high standards as you grow, and get updates on the schedule per your business needs
Customer Experience Optimization	Constantly analyzes sales funnel and customer experiences to identify exactly what's working (and what's not). It then delivers specific, actionable recommendations to improve each area, such as tweaking sales scripts and adjusting follow-up timing	Higher first-call resolution and increased conversion rate, translating into happy customers
Customer Data Mining	Extracts unsolicited feedback directly from customer calls and hidden pain points within every interaction	Customer-driven perspective to guide product, pricing, and service strategies
Intelligent Pairing and Retargeting	Optimizes outcomes by pairing customers with the right agents intelligently and strategically retargeting high-potential leads	Shorter sales cycles and higher lead value
Continuous Agent Performance Tracking	Monitors agent performance by analyzing every interaction and enhancing their effectiveness with timely feedback	Script compliance adherence paired with strong brand protection
Conversational Insights	Leverages conversational interface to conduct prompt-based thought experiments, test hypotheses, and develop data-driven insights	Natural-language access to instant, data-backed answers for teams
Domain-specific Analytics and Personalized Training	Uses industry-specific, fine-tuned models to create personalized training plans	Continuous process improvement
Responsible AI Framework	Bias mitigation, hallucination controls, and full decision explainability	Fair, inclusive, and reliable by design

# Under the Hood: Harper's Architecture - Engineered for Intelligent

## Conversions

NewgenONE Harper operates on a multi-layered framework that ingests enterprise data, applies AI-driven analysis, and activates insights across the customer journey. The design ensures deep integration with enterprise systems, real-time AI analysis, and seamless insight activation.



## 1. Organizational Data Layer

The foundation of Harper's intelligence is rooted in integration with critical enterprise systems:



**Customer Conversations:**  
Ingests complete inbound/outbound customer calls and interactions



**Dialer Systems:**  
Ensures real-time integration with auto-dialers and campaign tools



**CRM Data:** Provides robust integration with consented customer call history to identify the proper funnel and support logs

### What it Does?

Provides Harper with a complete, context-rich analysis of each customer and ensures every conversation is interpreted based on the full business context.

## 2. Intelligence Core – The Brain



**NewgenONE Data Science Studio:** Ingests structured/unstructured data from enterprise systems and runs advanced AI/ML models for parameter-driven insights

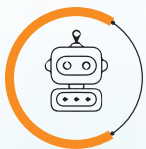


**Agentic Framework (Configuration Engine):** Configures business rules, model logic, success signals, and dynamic workflows, all without writing a single line of code

### What it Does?

Transforms raw conversation data into intelligent insights while giving business teams full control over how those insights are generated and used.

## 3. AI Governance and Security



**Trusted AI:** Ensures Harper's insights are explainable, auditable, and compliant with enterprise-grade data privacy policies



**Agentic Shield:** Provides complete control over AI outputs with configurable safeguards, bias detection, and deployment in on-premises or private cloud setups to ensure the right GenAI usability for enterprises

### What it Does?

Delivers reliable, responsible AI outcomes that can be trusted by teams



## 4. Intelligence Activation Layer



**Co-pilots:** Equips agents with conversation starter packs to drive meaningful, contextual engagement



**Behavioural Cloud:** Leverages a library of 30+ pre-curated customer signals (intent, hesitation, sentiment) to drive real-time hyper-personalized experiences. Offers provision to add other customer signals and customize according to business needs



**Pre-built Dashboards:** Offers a curated actionable insights framework that enables business users to use readily available dashboards for quick understanding of your most critical KPIs for decisioning

### What it Does?

Bridges the gap between AI insights and business impact. Empowers every role, from agents to executives, with actionable data in real time



# Operational Transformation: Without Vs with Harper

Key Business Area	Before NewgenONE Harper	After NewgenONE Harper
Conversation Analysis	Manual review of very low calls; insights often missed	Audit and analysis of 100% of customer conversations
Customer Insights	Static CRM reports with generic summaries	Context-rich, insights tailored to each customer
Sales Opportunities	Missed opportunities for upsell, cross-sell, and retention triggers	Dynamic suggestions for upsell, cross-sell, and retention actions
Agent Guidance	No real-time assistance or performance benchmarking	Intelligent nudges, script adherence monitoring, and agent benchmarking
Decision Making	Reactive and intuition-based improvements	Data-backed decisions with behavioral pattern detection
Conversion Outcomes	Slow, inconsistent results; unclear success metrics	Faster conversions, higher win rates, and measurable outcomes
Customer Loyalty	Missed signals of dissatisfaction or intent drop-off	Proactive interventions based on sentiment and micro-signals

## Business Benefits of NewgenONE Harper

More money. Minimized costs. Customers who choose you again and again.



## Understanding with a Use Case

### Transforming Conversions in Health & Wellness

One of the leading Indian health & wellness clinic chains enhanced its sales and customer engagement with **NewgenONE Harper**. By tapping into 100% of their customer conversations, they unlocked massive performance improvements:

Increased call  
analysis from 2%  
to 100%



Improved conversion  
rates from 43% to 53%  
within just 2 months



Enhanced  
high-intent leads  
significantly



Boosted agent  
script adherence



**Read the Complete Success Story [Here](#)**



## About Newgen

Newgen is the leading provider of an AI-first unified digital transformation platform with native process automation, content services, customer engagement, and AI/ML capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low-code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries, Newgen unlocks simple with speed and agility.

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