newgen

One of India's Leading Health & Wellness Clinics Substantially Boosts Conversion Rate with NewgenONE Harper

Increased Conversion Rate by 10% in Just 2 Months



Overview

Our customer is a leading India-based chain of medico-aesthetic clinics, specializing in advanced skin and hair treatments. With 15 years of expertise and 31 establishments across 10 cities, each clinic heavily relies on call agents to manage customer bookings.

The health and wellness company struggled to extract actionable insights from its call interactions, leading to low conversion rate and inconsistent agent performance. In order to overcome these challenges, the customer partnered with Newgen, leveraging advanced AI and GenAI capabilities. This collaboration streamlined the sales process, improved call-handling efficiency, and enabled personalized engagements for better results.

Customer's Pain Points

The clinic's success relied heavily on customer service representatives as they played a crucial role in engaging with potential patients, addressing their treatment inquiries, and securing appointments. These personalized call interactions were key to converting inquiries into bookings. While the team was dedicated and performed well, there were opportunities to refine and strengthen the process further:



Opportunity for Broader Call Analysis

Only 2% of calls were reviewed manually each month, leaving room to explore insights from the remaining 98% of interactions



Data Utilization and Call Insights

The absence of an analytics tool made it difficult to extract valuable insights from call data, slowing down decision-making and limiting visibility into patterns that could improve appointment conversions



Identifying Conversion Drivers

A deeper understanding of key performance indicators could reveal what truly drives successful bookings



Enhancing Agent Performance Visibility

Structured tracking and assessment could help recognize top-performing strategies and promote consistent excellence across the team

Addressing these gaps would further enhance conversion rates, streamline operations, and optimize customer engagement for the customer.

Regular Industry Approach

Most wellness clinics still rely on manual call sampling, basic customer relationship management tools/static reports, and generic marketing strategies. This outdated approach helps deliver superficial insights, inefficient performance tracking, and missed opportunities for hyper-personalization.

To truly drive conversion and enhance customer satisfaction, clinics must invest in advanced artificial intelligence (AI)/machine learning (ML)-driven solutions that can:

- Analyze 100% of customer interactions (not just a small sample)
- Provide real-time agent feedback for immediate improvements
- Generate actionable insights to refine targeting and outreach

The data-driven, decision-making approach empowers clinics to maximize conversion rate and deliver a more tailored patient experience.

How Newgen's Harper Platform Helped

Newgen transformed the clinic's workflow by deploying **NewgenONE Harper**—a GenAI-powered conversion intelligence platform that seamlessly integrated with existing systems. The platform analyzed every customer interaction in real time and unlocked deep insights that manual processes could not capture.

Powered by AI/ML and large language model capabilities, the platform decoded all call recordings and extracted valuable insights about customer intent, behavioral patterns, and preferences. It dynamically segmented customers based on these micro-signals, ensuring hyper-personalized engagement that made every interaction targeted, timely, and relevant. As a result, the customer achieved a higher conversion rate and enhanced customer satisfaction. Some of the other highlights of the solution included:

- **Comprehensive Call Analysis**: Used predictive models to extract valuable insights from every call recording
- **Advanced Data Utilization**: Applied AI/ML to optimize raw data into strategic intelligence, surpassing basic CRM capabilities
- **Conversion Rate Optimization**: Pinpointed hidden booking opportunities to refine sales tactics and maximize successful appointments
- **In-depth Performance Tracking**: Measured customer sentiment nuances, going beyond script compliance and generic KPIs
- **Skill Optimization**: Identified the strengths of top-performing agents and scaled them across the team for consistent results
- **Real-time Insights**: Provided live call insights to steer conversations and improve immediate outcomes
- **Actionable Recommendations**: Delivered hyper-personalized data-driven strategies to improve customer engagement and the number of appointments
- **Trend Forecasting**: Anticipated behavior patterns to proactively address requirements and minimize missed opportunities

Qualitative and Quantitative Benefits Delivered by Newgen's Harper

A quick snapshot of the notable results, both qualitative and quantitative, delivered by Harper:



Operational Excellence

1. Deployed 50+ AI-driven conversation intelligence agents to streamline call audits, enhancing efficiency and accuracy

2. Analysed communication barriers to optimize manpower planning, improving operational effectiveness

3. Ensured 100% compliance with customer callback requests, strengthening customer trust and satisfaction

Performance and Revenue Impact

4. Increased conversion rates by 10%—from 43% to 53%—through strategic improvements in call handling and agent performance

5. Identified agent skill gap with data-driven insights, leading to targeted training and higher efficiency

Conclusion

NewgenONE Harper—the AI Conversion Intelligence Platform—empowered the customer to unlock actionable insights and spearhead hyper-personalized marketing. By utilizing AI/ML to analyze 100% of the call interactions, the wellness clinic could drive customer-centric decisions, improve agent performance, and increase conversion rate. Furthermore, the platform streamlined operational workflows and delivered measurable impact across key metrics.

About Newgen

Newgen is a leading provider of an AI-enabled unified digital transformation platform with native process automation, content services, and communication management 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 and service requests to lending and underwriting, and various other use cases across industries, Newgen unlocks simple with speed and agility.

For Sales Query

AMERICAS: +1 (202) 800 77 83
CANADA: +1 (202) 800 77 83
AUSTRALIA: +61 290 537174
INDIA: +91 11 407 73769
APAC: +65 3157 6189
MEA: +973 1 619 8002, +971 445 41365
EUROPE: +44 (0) 2036 514805

info@newgensoft.com
www.newgensoft.com

April 2025

newgen