

A large US based Pharmaceutical company with market cap of USD 150 billion.

## Challenges

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 discussions with customer care calls.

## Solution

Dynapt provided a cutting-edge solution leveraging Azure's Artificial Intelligence powered Cognitive Services suite and specifically, Speech to Text API and thereon the team implemented custom Machine Learning algorithms (Support Vector Machine) to interpret & classify the calls.

## Scenario

The patients using the drugs of the Pharma Company had lot of questions about the drugs, such as side effects, placebo/no-effect, and how to store it. They would have lot of questions around the drugs and an inappropriate response could lead to the patient stop taking the drug. They wanted to build a system that would help predict in real time if the call is moving in the correct direction.

## Business Case

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

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

## 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 Dynapt was able to bring the Company nearer to its customer.