



From a 10% Sample to 90% Coverage

How Brillio helped a leading US online real estate marketplace turn manual call QA into AI-driven transcript intelligence on AWS.



At a glance

- A leading US real estate marketplace reviewed only 5-10% of contact center calls through slow, manual QA.
- Brillio built an AI-powered transcript intelligence platform on AWS to score, summarize, and analyze every call.
- Event-driven architecture ingests transcripts from Gong, Twilio, and NICE, with PII masking and human review for low-confidence outputs.
- Call coverage jumped from 5-10% to 85-90%, manual QA effort fell 60-70%, and reporting turnaround dropped ~60%.

For every ten conversations with a customer, nine went unheard. The insight was right there in the calls - the dissatisfaction, the objections, the coaching moments - but a manual QA process could only ever sample a sliver of them.

Listening to one call in ten

The client is a leading enterprise-scale online real estate marketplace in the US - founded in 1995, serving millions of consumers, agents, brokers, and property stakeholders. At that scale, the contact center is a firehose: high-volume customer engagement generating more conversations every day than any team could realistically review.

The QA and transcript review process behind it was heavily manual, and the math told the story. Only 5 to 10% of calls were ever reviewed. The rest went unheard - and with them, the signals that matter most: customer dissatisfaction, escalation risk, objection patterns, sales effectiveness trends. Feedback cycles lagged, evaluations varied from one reviewer to the next, and the business was left with thin visibility into its own customer experience. As volumes climbed, the manual model only grew more expensive and harder to scale, quietly costing conversions and coaching opportunities along the way.

Manual QA could
only sample a
fraction of calls -
leaving
dissatisfaction,
objections, and
coaching moments
invisible.

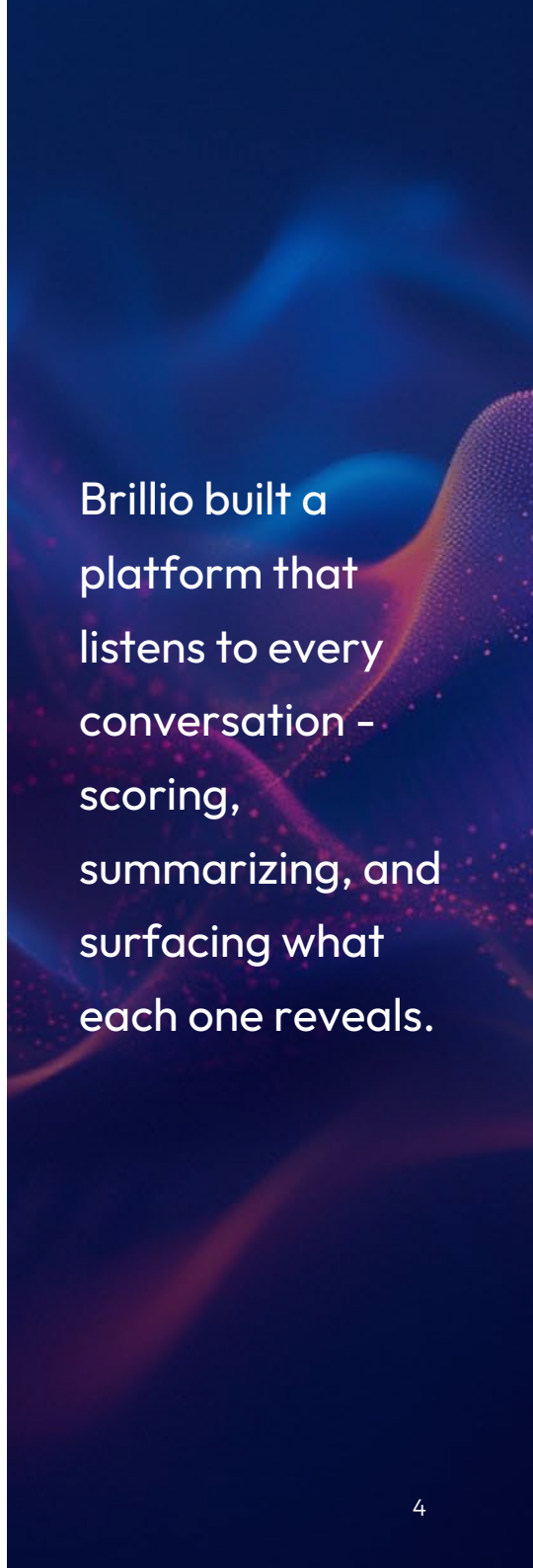
AI-powered transcript intelligence on AWS

Brillio built a production-grade, AI-powered transcript intelligence platform on AWS, designed to do automatically and at scale what manual QA could only sample. Every transcript now runs through a structured analysis: summarization, QA scoring, objection detection, escalation analysis, root-cause extraction, recommendation generation, and structured operational reporting.

The architecture is event-driven and modular. Transcripts flow in from the tools the business already uses - Gong, Twilio, and NICE - and move through the pipeline on AWS: Amazon S3 stores transcripts and analytics, Amazon SQS orchestrates asynchronous workloads, AWS Lambda triggers workflows and handles retries, and Amazon API Gateway secures integrations. Amazon Comprehend masks PII before analysis, and Amazon CloudWatch provides monitoring and observability across it all.

Because the platform makes operational decisions, Brillio built it to be trusted as much as fast. Governance controls include prompt versioning, structured JSON validation, retry queues, failure isolation, and auditability - and human-in-the-loop review workflows catch low-confidence outputs before they ever reach a dashboard.

Brillio delivered the engagement end to end, from business problem discovery and AI strategy through prompt engineering, workflow orchestration, production deployment, and ongoing optimization. After go-live, stabilization and hypercare, SLA-based response models, and continuous prompt and workflow tuning kept the platform sharp as it scaled.



Brillio built a platform that listens to every conversation - scoring, summarizing, and surfacing what each one reveals.

From a sample to the whole picture

The headline shift is in coverage. Calls reviewed went from 5-10% to 85-90% - from a thin sample to nearly the whole picture. And it took less effort to get there, not more: manual QA effort dropped by 60-70%, and reporting turnaround time fell by roughly 60%.

But coverage is only the start. With nearly every conversation analyzed, escalation detection sharpened, coaching grew more effective and more consistent, and operational visibility - once limited to whatever a reviewer happened to sample - became something the business could finally rely on across the contact center.

The numbers behind the shift

5-10% to 85-90%

call coverage reviewed

60-70%

reduction in manual QA effort

~60%

faster reporting turnaround

Near-total call coverage, a fraction of the manual effort, and insight the business could finally act on.



ABOUT BRILLIO

Brillio is The Enterprise AI Accelerator helping Fortune 1000 companies move from AI ambition to scaled impact, faster. Powered by our AI accelerator platform – Agentic Data and Application Management (ADAM), Brillio is one of the fastest-growing digital technology service providers, delivering transformation across five core workstreams: business-led transformation, customer experience transformation, AI and data engineering, digital engineering, and infrastructure engineering.

With 14 delivery locations across North America, Europe, and Asia and a team of over 6,000 customer-obsessed professionals, Brillio combines deep industry expertise, modern engineering, and accelerators to deliver measurable outcomes. Headquartered in Dallas, Texas, Brillio serves clients globally with a commitment to speed, scale, and measurable impact.



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