Case Study

brillio

Transforming Call Intelligence for a Leading Real Estate Platform

Delivering 70% faster insights and 40% lower costs with an AI-powered analytics engine on AWS and OpenAI

As a leading U.S.-based digital real estate company and one of the most trusted platforms for home buyers, sellers, and agents, this company serves millions of users and listings nationwide. Its sales and support operations handle thousands of calls daily, connecting prospective customers with property experts and partner agents across markets. As the company continued to scale, leadership recognized the need to transform how it leveraged these conversations, not just as customer interactions, but as a strategic source of data for sales performance, market insights, and customer experience optimization.

Manual Processes Slowing Growth

> **Manual QA workflows limited speed, consistency, and visibility into customer sentiment and sales performance.**

Sales representatives and QA analysts were spending countless hours analyzing calls and documenting insights manually - a time-consuming, subjective, and inconsistent process.

The leadership team lacked a unified view of sales interactions and needed faster, more reliable insights to improve agent performance and optimize sales outcomes. They were seeking an end-to-end AI-powered solution that could automatically transcribe, analyze, and interpret customer conversations in real time, delivering actionable intelligence while ensuring compliance and cost efficiency.

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Automating Intelligence Across Conversations

Brillio brought its deep expertise in GPT-powered enterprise automation and North Star architecture design to reimagine the client's call intelligence workflow. The team designed a modular, serverless solution that seamlessly integrated AWS, OpenAI, and Snowflake technologies to turn raw conversations into business-ready insights. At the foundation, the system connected directly to leading conversation intelligence platforms such as Gong and Nice through secure webhooks. Every time a call ended, its recording and metadata were automatically ingested into AWS, eliminating any manual upload delays. Once ingested, an AWS Lambda function filtered duplicate data and uses AWS Comprehend to redact personally identifiable information, ensuring every transcript remains compliant and secure.

From there, transcripts and metadata were stored efficiently across Amazon S3 and DynamoDB, creating a hybrid data layer that balances high-volume storage with rapid access for analysis. The heart of the system lies in the LLM-based insight generation layer, powered by GPT-4o mini, which reads each transcript and identifies root causes, sales stage flags, sentiment trends, and key moments such as objections or conversion cues.

To enrich these insights, Brillio integrated Snowflake for deal-level intelligence, linking calls to business context like account hierarchy, revenue stage, and ownership details. This ensured managers gain a 360° view of every customer conversation, combining operational and analytical perspectives.

Finally, the data was visualized through a secure, cloud-native web interface, allowing users to filter insights by agent, team, deal type, or outcome. Auth0 managed access control, while AWS CloudWatch and SNS monitored all Lambda functions for reliability and system observability.

The result was a tightly orchestrated, fully automated data flow that transformed each sales call into a structured, searchable, and actionable intelligence asset, within minutes of completion.

> Brillio built a fully automated, serverless call analytics engine that transformed unstructured conversations into real-time, actionable insights.

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A Co-Innovation Model that Scaled from Prototype to Production

An agile, hands-on partnership kept the client's teams engaged from design to deployment, ensuring accuracy, transparency, and long-term ownership.

From the outset, Brillio adopted an agile, co-innovation model that kept the client's team fully engaged at every stage of development. The collaboration began with a series of focused discovery workshops, where Brillio's data scientists, AI engineers, and the client's QA and sales leaders worked side by side to define prompt logic, metadata structures, and redaction rules grounded in real-world call examples.

As the solution evolved, each architectural component, ranging from AWS Lambda functions and API integrations to the Snowflake enrichment pipeline, was built iteratively, tested in controlled environments, and refined before being scaled across the enterprise. Brillio emphasized rapid feedback loops and transparency, ensuring the platform aligned with the client's existing QA framework and business goals.

Once the AI pipeline reached maturity, Brillio benchmarked its performance against the client's manual QA results, validating the accuracy of GPT-driven insights and refining the model's ability to detect nuances such as tone, objections, and conversion triggers.

To ensure long-term autonomy, Brillio led comprehensive enablement sessions that equipped the client's analysts to manage Lambda functions, update regex and Comprehend rules, and evolve prompts independently, ensuring lasting value beyond deployment.

The engagement was strengthened through strategic collaboration with AWS, OpenAI, and Snowflake, creating a future-ready foundation primed for next-phase enhancements like semantic search, RAG-based contextual retrieval, and competitor trend analysis, all without the need for re-engineering.

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From Hours to Real-Time: 70% Faster Insights, 40% Lower Costs

Within weeks of deployment, the AI-powered platform fundamentally changed how the client's sales organization captured and acted on customer intelligence. What once required hours of manual listening and fragmented analysis was now available in near real-time - complete with sentiment scoring, objection flags, and root-cause mapping delivered through an intuitive dashboard.

Sales and QA managers gained a unified, data-backed view of every interaction, allowing them to identify patterns, coach agents more effectively, and make timely decisions that directly impacted conversion rates. The AI-driven consistency also eliminated the subjectivity inherent in manual evaluations, enabling fairer and more actionable feedback loops.

Equally important, the architecture's efficiency and scalability unlocked significant operational gains. By leveraging AWS's serverless infrastructure and OpenAI's optimized GPT-4o mini model, the client drastically reduced compute costs while improving system reliability. The sustainable design - scaling compute power only when calls were processed - helped cut idle consumption and align with the organization's broader environmental goals.

The result was a smarter, leaner, and more resilient sales intelligence ecosystem, one that delivered tangible ROI while setting the stage for continuous AI-driven improvement.

Key Business Outcomes:

- **70% reduction** in manual QA and call listening time, accelerating feedback cycles.
- Over **40% decrease** in cloud and AI operational costs through serverless automation.
- **90-day time-to-value,** with measurable insights visible in the first week of rollout.
- **Data-backed coaching** that improved consistency and agent performance.
- **Enhanced compliance** and security via AWS-native governance and automated PII redaction.
- **Lower carbon footprint** thanks to an on-demand, serverless design that minimized idle compute usage.

> The AI-powered platform redefined operational efficiency, accelerating insight generation and cutting costs through automation and scalability.

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ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.

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