PosiGen - Voice AI Analytics

Dataplatr helped PosiGen unlock customer insights by integrating Google Cloud tools like Vertex AI and Gemini to streamline AI call analysis and boost lead conversion, enhance customer experience, and enable smarter decisions.

The challenge

PosiGen, a top solar provider, lacked voice-based call center analytics, limiting visibility into customer interactions. Manual reviews made tracking sentiment, agent performance, and trends difficult. Without AI-driven insights, compliance risks, costs, and inefficiencies grew, impacting customer experience. Automated analytics were needed to enhance operations and decision-making.
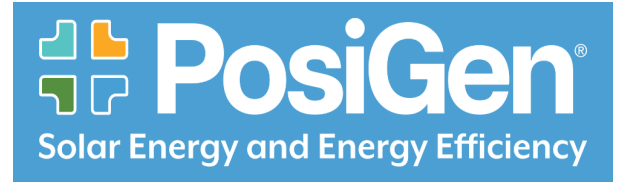
The solution

The solution integrates a third-party call center platform with Vertex AI for transcription. Gemini models analyze sentiment, extract keywords, and detect key themes. AI predicts churn, resolution likelihood, and escalations while automating summaries and coaching. CRM data enriches insights. Deployed via Vertex AI Pipelines for continuous learning and visualization tool for data-driven decisions.

The result

Enhanced Customer Experience: AI-driven insights enable faster issue resolution, real-time agent assistance, and personalized interactions by integrating CRM data. Increased Efficiency: Automated transcription reduces manual work, improves first-call resolution and optimizes workforce management. Advanced analytics uncover trends, enhance coaching, and provide real-time dashboards.

> " The launch of CX Voice AI is a milestone in our broader effort to harness AI and BI for deeper business insights. This is more than just a tool—it's a major step toward making analytics a core strength at PosiGen. With each new capability, we're equipping teams with the intelligence they need to drive meaningful improvements. A huge thank you to the IT, CX, and Dataplatr teams for their hard work. "
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> Mark Sefer, VP of IT & PMO, PosiGen Solar

About PosiGen Solar

PosiGen is a leading solar energy provider committed to making renewable energy affordable and accessible. To enhance customer engagement, PosiGen sought to leverage AI-driven insights from customer interactions. By integrating advanced analytics and automation, PosiGen improved lead conversion, optimized service delivery, and data-driven decision.
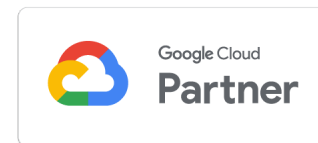
Vertical/horizontal solution: Energy & Utilities

Primary project location: United States

About Dataplatr Corp.

Dataplatr delivers Data Analytics & AI solutions for CRM, ERP via prebuilt data models, BI, and ML for enterprises across multiple industries.

Products

Google Cloud Platform