



Gen AI Powered Fan Service and Insight Generation for a Leading US Sports Club



Background & Challenges

A leading US-based sports club service center handled over 50,000 fan calls each season. Inefficient allocation of resources between sales and service calls, repeated queries, and limited infrastructure to process call data and generate insights impacted operational efficiency and the fan experience.



Objectives

To automate call center data processing and generate actionable insights that improve service operations, optimize resource allocation, and enhance fan engagement outcomes.



Approach

- **AI-Powered Transcription:** Converted call recordings into structured transcripts for downstream analysis and insight generation.
- **LLM-Based Intelligence:** Leveraged LLM workflows for theme identification, sales call classification, and product-based ranking to uncover actionable patterns.
- **Operational Insight Generation:** Applied strategic recommendations to improve call routing, self-service experiences, and sales effectiveness while maintaining data security and compliance standards.



Solution

Straive delivered a Gen AI-powered call center intelligence framework to transform fan interactions into actionable business insights.

- **Automated Call Intelligence:** Processed inbound call recordings through AI-powered transcription and LLM-based theme identification workflows.
- **Sales and Service Optimization:** Classified sales calls and prioritized opportunities using product-based ranking mechanisms.
- **Secure Insight Delivery:** Enabled strategic implementation through actionable insights while ensuring compliance with data security requirements and role-based access controls.



Solution Snapshot

A Gen AI-powered fan service intelligence solution that automates call transcription, generates operational insights, and improves sales and service effectiveness through AI-driven decision support.

Key Results

42%

reduction in call abandonment.

37%

increase in self-service

28%

reduction in average handling time, saving **2.4 FTE hours per month.**

22%

increase in agent utilization, enabling **6,000+ additional outbound calls.**

Generated **\$1.1M** in incremental revenue.

31%

reduction in misrouted calls.



About Straive

At Straive, we operationalize Data Analytics and AI for global enterprises and work with several Fortune 500 companies. We don't just build top-tier data analytics and AI solutions— we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts client revenue, setting you apart from the competition.

Straive serves clients in various industries, including Banking and Financial Services, GCC, Retail and CPG, Media, Sports and Entertainment, EdTech, Science and Research, Logistics and Supply Chain, Education, and Pharmaceutical and Life Sciences.

Our strategically positioned resource pool operates in ten countries: the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, Singapore, South Africa, UAE, and Canada.