THE HOUSE OF ABHINANDAN LODHA™

It tells you which calls will book.

How The House of Abhinandan Lodha built ACE, an in-house model that reads every recorded sales call and ranks the pipeline by how likely each conversation is to become a booking.

INSIDE

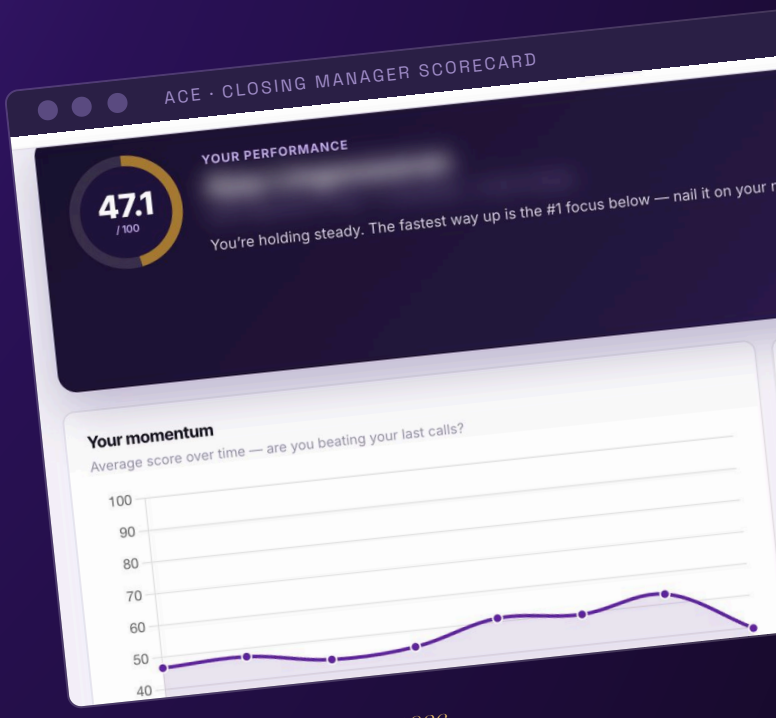
2 The problem. The call nobody could hear.

3 What we built. Recording to ranked pipeline.

4 What it looks like on the floor.

5 What changed, and what was hard.

6 Four things for another marketer.



One closer's own scorecard, September 2026.

7,829
recorded sales calls scored, April to September 2026

76
closing managers on one floor, ten launches at a time

9
conversation parameters, learned from calls that booked

3 in 4
booked calls ranked above lost ones when tested against real outcomes

THE PROBLEM

The most important conversation in the company was the one nobody could hear.

Sales at The House of Abhinandan Lodha happens on a video call. A customer watches a launch film, joins a 40 minute call with a closing manager and decides on a premium plot of land without a site visit. It is a remote, high consideration close and the whole company depends on it.

Every one of those calls was recorded. Almost none were heard. With 76 closing managers working up to ten launches at once, no sales head could listen to more than a handful a week. Pipeline reviews ran on the closing manager's own label for each lead: hot, warm, cold. The label was a feeling, not a measurement.

Coaching was memory based and reached whoever sat nearest the closing head. A lead a closer had written off stayed written off, whatever had actually been said on the call. Two years of recordings sat in the CRM as an archive nobody opened.

What we tried first

Eight conversation intelligence products were evaluated. All were built for English language software sales with short cycles and tidy CRM data. None understood a Hindi and English land conversation, none could be shaped to a launch calendar and all priced per seat for a floor of 76. We built our own.

"The sales conversation was the most important thing in the company and the only thing nobody could see."

	BEFORE ACE	WITH ACE
Lead status	The closer's own label: hot, warm, cold	**A score out of 100 on what was said**
Leadership review	Opinion, lead by lead	**The ranked pipeline, every week**
Written off leads	Stay written off	**Rescue list of high scoring cold leads**
Coaching	Memory based, a few closers	**Weekly, every closer, on their own calls**

36,800
recorded calls in the archive, unheard before ACE

40 min
average video call, the entire sales conversation

0
site visits before a booking decision

10
launches live at once across the floor

WHAT WE BUILT

Four steps from a recording to a ranked pipeline.

1

Record

Every video call is recorded and transcribed, in the mix of Hindi and English the floor actually speaks. Calls too thin to read are excluded rather than scored badly.

2

Read

A commercial foundation model reads each transcript against nine conversation parameters. The parameters were defined with sales leadership and reshaped over three model versions.

3

Learn

What each parameter is worth was derived from the company's own outcomes: calls that went on to book, against calls that did not. No vendor benchmark, no generic sales rubric.

4

Rank

Each call gets a score out of 100. Open opportunities are ranked. The lowest scoring hot leads and the highest scoring written off leads are surfaced to the floor every week.

The nine parameters

Opening · Discovery · Pitch · Brand · Buying signals · Objections · Pressure fit · Adaptive · Dated commitment

Closers coach to the parameters. What each one is worth is not published, inside or outside the company.

WHAT IT IS NOT

ACE does not predict who will buy from a lead form. It reads what happened in the conversation. A high score says the call did the things booked calls do. That is a narrower claim and a more useful one.

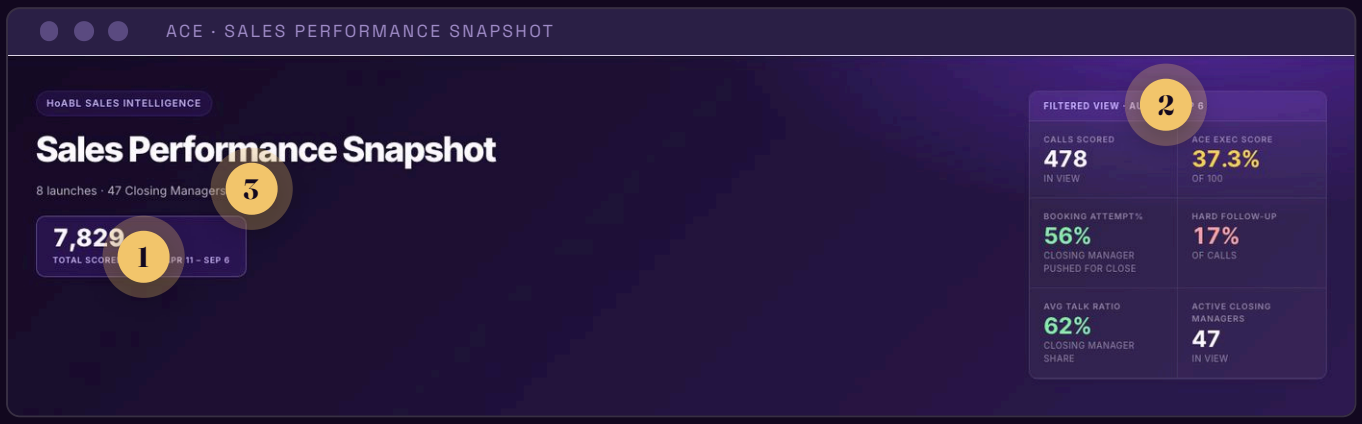
HOW IT WAS BUILT

In house, by one person, on commercial foundation models, in weekly releases. Pilot from March 2025. Floor wide from April 2026. No paid media, no agency, no seat licence.

THE HOUSE OF ABHINANDAN LODHA™

The floor, then the closer.

The floor. Every scored call, filtered by launch, week and closing manager.

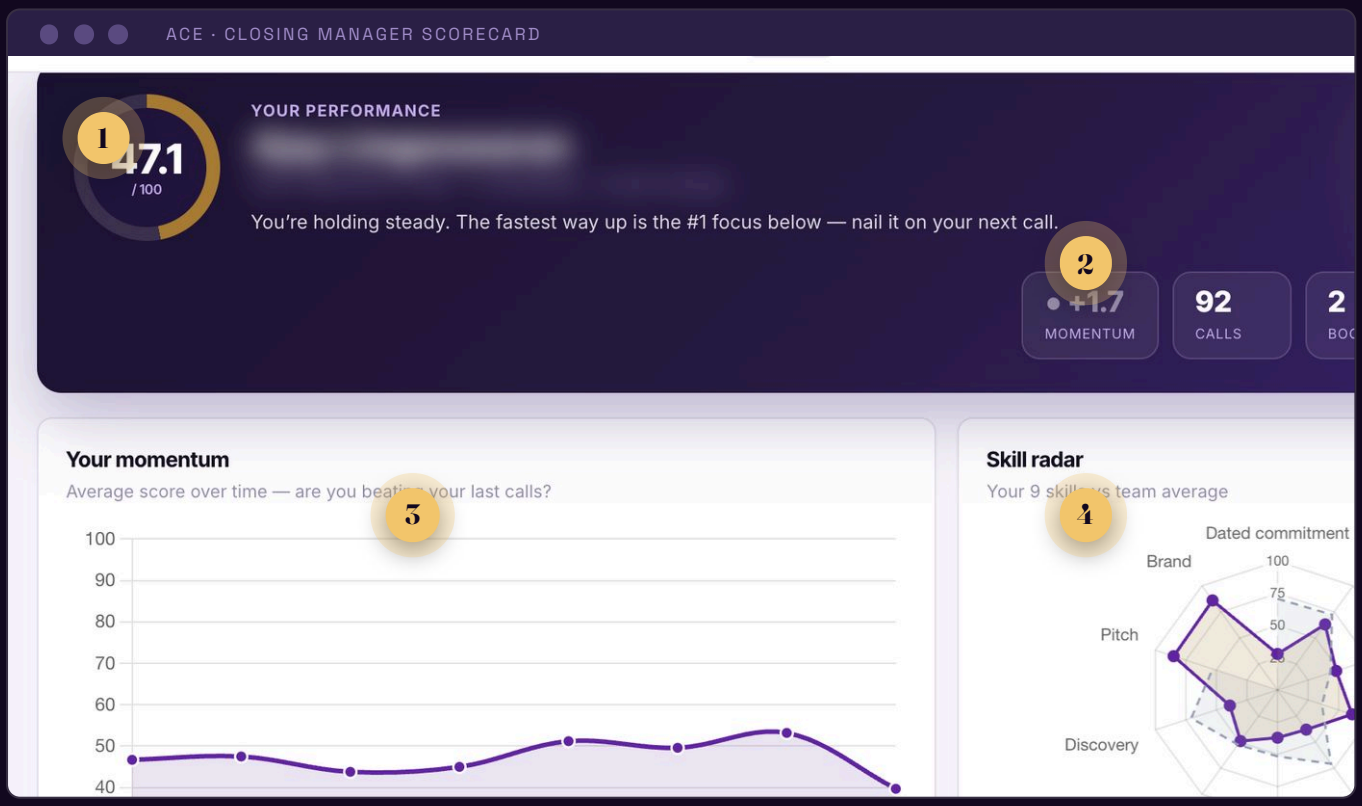


1 Every scored call since rollout, the number leadership opens the week with.

2 The week in view: calls scored, floor score, how often the closer pushed for the close.

3 Launches and closing managers in view. Every number on the page follows the filters.

The closer. One person's own view of their calls.



1 The score out of 100 on this closer's own calls, with a plain sentence on what to do next.

2 Calls, bookings and best call in the period.

3 Momentum: the closer's average score week by week, so a coaching change is visible.

4 Skill radar: the nine parameters against the team average. The weakest one becomes the focus.

WHAT CHANGED

Reviews run on evidence, not on the closer's read.

The ranked pipeline opens the review

Weekly leadership reviews start with the ranked list. The conversation moved from "how do you feel about this lead" to "the call scored 38 and the customer never named a plot".

The rescue list

Leads a closer had marked cold but the model scored high are listed every week and get a second call. Nothing about the lead changed. Somebody finally read the conversation.

A mirror for every closer

126 seats across closers, closing heads and leadership. Each closing manager sees their own score, their trend over eight weeks, a skill radar against the team and one focus for the next call. Closing heads see their team. The CMO sees the floor.

How accurate it is

Tested against actual bookings, ACE places a booked call above a lost one about three times in four. It is not a crystal ball. It is far better than a label, and it is re-measured every week against outcomes that keep moving.

What was hard

Ground truth moves. A booking recorded today changes the answer for a call held two months ago. The model is re-evaluated as the CRM catches up, never on a frozen snapshot.

Transcription is the weak link. Recording gaps and an engine that struggled with Hindi meant weeks of calls arrived thin or not at all. A parallel transcription route now backfills them.

The first model was wrong. The business head's feedback on version one reshaped the parameters. The third version is the one in use.

Adoption is change management. A score on your own call is personal. Rollout went team by team, closing heads first, with the score explained before it was shown.

Four things we would tell another marketer.

1 Start with the conversation you already record.

The data existed for two years before anyone read it. The expensive part was not collection. It was deciding to look.

2 Score against your own outcomes.

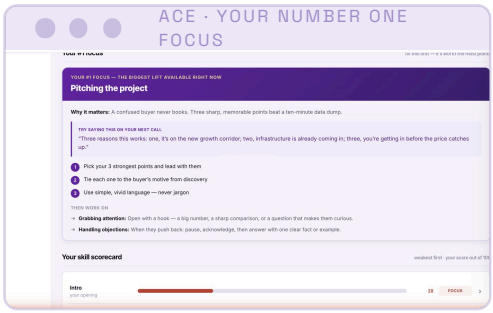
Generic sales rubrics did not survive contact with a land buyer. The parameters that matter came from our booked calls, not from a vendor's.

3 Publish the parameters, not the weights.

Closers coach to what is named. The weights stay a model, and stay private, so the score cannot be gamed.

4 One function first.

ACE was built for sales only. Marketing and training found their own uses in it once the calls were readable. That second use is its own case study.



The one focus for the next call, with lines from the closer's own conversations.

The House of Abhinandan Lodha is India's branded land company, selling plotted developments across Goa, Ayodhya, Vrindavan, Nagpur, Khopoli, Neral etc. ACE is its sales call intelligence platform, designed and built in house. Screens in this document are live views from September 2026 with individual names hidden.

ACE
BUILT IN HOUSE