

Berlitz

Twice the conversion, half the turnover

What three months of coaching from every call did for Berlitz's sales teams in Mexico and Colombia

A case study by Icana.AI

Berlitz is a global language education company. Its Consumer team in Mexico and Colombia sells language programs to individual learners by phone, with direct, personalised advice for each prospective student. Eighty sales agents make about 1,200 calls each a month: around 96,000 conversations a month across the two countries.



"CallCoach changed the way we manage the Consumer team. We stopped making decisions based on small quality samples and started relying on concrete, cell-level data at scale. That translated directly into higher retention and better conversion"

Rocío Sanz, Director of Consumer, Berlitz Mexico and Colombia

The Opportunity

Berlitz set itself two targets for 2026: lower operating costs and more enrolments from every contact. The plan was the 80/20 rule applied to lead generation. Rather than buy more leads, Berlitz would deliberately take fewer, better-qualified registrations and rely on the sales team to convert them. That only works if the team is good enough that no closing opportunity goes to waste.

The phone had also become a harder place to sell. Prospects had stopped answering unknown numbers unless a message came first. When an agent did get through, they had seconds to catch the person's interest and sound like someone worth trusting. Fewer leads and shorter openings meant each call carried more weight.

Quality assurance could not keep up. An auditor listened to a call at least three times to score it, and feedback on a single call took at least 24 hours to reach the agent. Against 96,000 calls a month, the audited sample was tiny. Coaching stayed general and occasional, and agents who fell behind too often left.

Implementation

In February 2026 Berlitz rolled CallCoach out across the Consumer sales teams in Mexico and Colombia. CallCoach analyses every call against criteria Berlitz set itself, among them how well the agent identifies the learner's needs, how they handle objections, and their tone of voice. Analysis that used to take a day for one sampled call now covers every call from every team within hours.

Supervisors use the results in their one-to-ones. The conversation starts from the agent's own calls, scored the same way for everyone, rather than from a supervisor's memory of two or three of them. Where an agent is struggling on one skill, the coaching goes to that skill.

The Operation

80

sales agents
across Mexico
and Columbia

1,200

calls per
agent
per month

96,000

conversations
a month

100%

of them
analysed
by call coach

Outcomes

Three months after CallCoach went live, Berlitz's Consumer team was converting more than twice as many sales opportunities into enrolments, sales-team turnover had halved, and new staff were reaching proficiency in six weeks instead of 12.

2x

sales conversion,
more than doubled
from 0.6% to 1.3% of
opportunities, February
to April 2026

50%

less sales-team
turnover
February
to April 2026

1/2

time-to-proficiency
for new staff
from 12
to 6 weeks

100%

of sales calls
analysed
up from a small
audited sample

Conversion more than doubled. Before CallCoach the team converted 0.6% of its sales opportunities into enrolments, in line with the industry average for consumer sales contact centres.

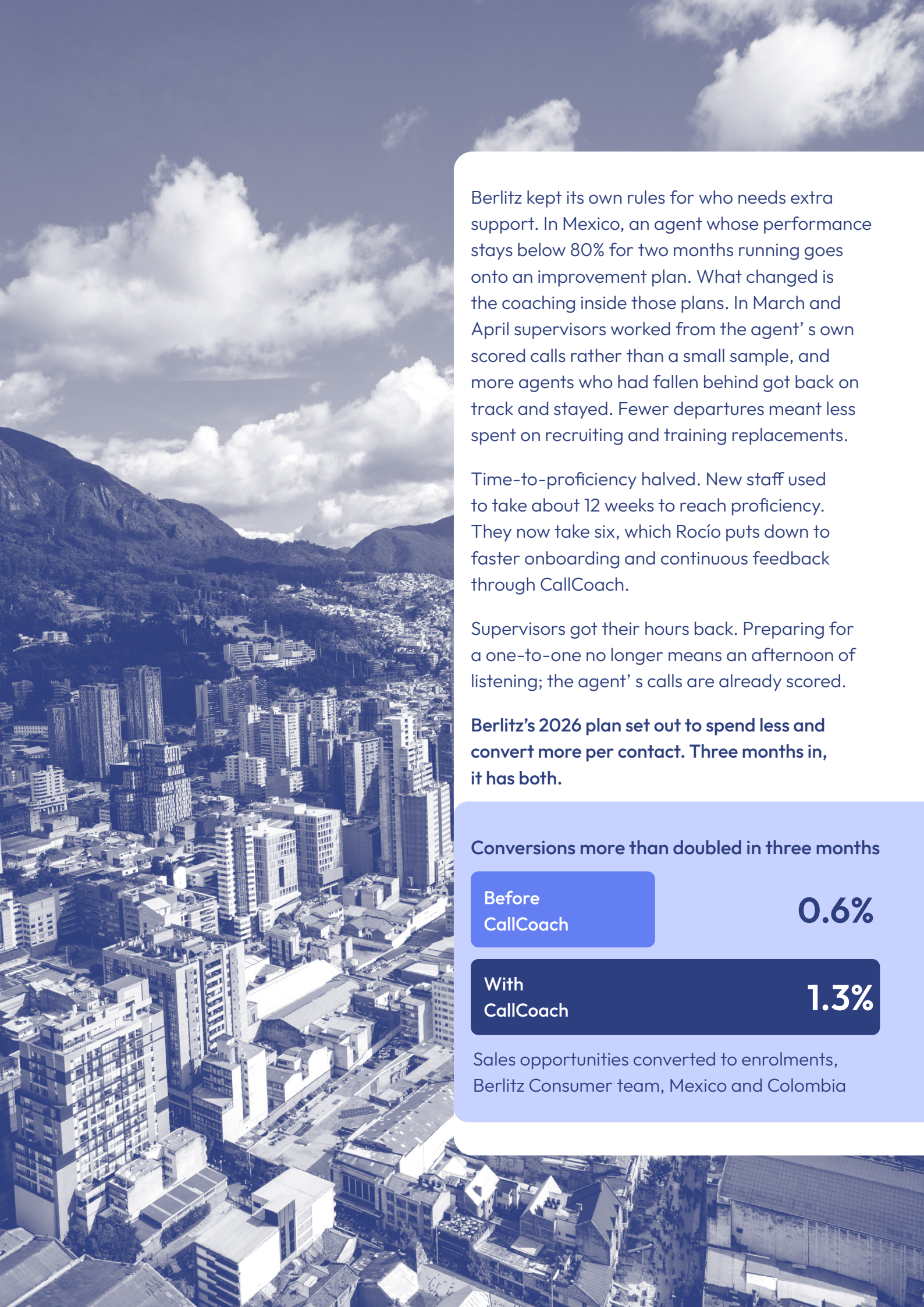
By April 2026 it was converting 1.3%. Rocío credits two changes made together: Berlitz's decision to take fewer, better leads, and coaching from every call.

Sales-team turnover halved. Turnover fell by 50% between February and April 2026. Rocío puts it down to how the feedback lands. It arrives shortly after the call. It rests on call-level data rather than personal opinion, so agents are more receptive to it and more willing to act on it. Improvement shows sooner, and seeing that progress keeps people going.

"Before preparing feedback for each agent required hours of listening to individual calls. With CallCoach, I come into 1:1 meetings with the information prepared, and agents are more receptive to feedback because they know the feedback is based on objective data rather than personal opinion."

Abigail Moreno, Supervisor, Berlitz
Mexico and Colombia





Berlitz kept its own rules for who needs extra support. In Mexico, an agent whose performance stays below 80% for two months running goes onto an improvement plan. What changed is the coaching inside those plans. In March and April supervisors worked from the agent's own scored calls rather than a small sample, and more agents who had fallen behind got back on track and stayed. Fewer departures meant less spent on recruiting and training replacements.

Time-to-proficiency halved. New staff used to take about 12 weeks to reach proficiency. They now take six, which Rocío puts down to faster onboarding and continuous feedback through CallCoach.

Supervisors got their hours back. Preparing for a one-to-one no longer means an afternoon of listening; the agent's calls are already scored.

Berlitz's 2026 plan set out to spend less and convert more per contact. Three months in, it has both.

Conversions more than doubled in three months

Before
CallCoach

0.6%

With
CallCoach

1.3%

Sales opportunities converted to enrolments,
Berlitz Consumer team, Mexico and Colombia



"The Berlitz team did the thing that most sales leaders talk about and few do; they focussed their coaching on the calls that really mattered, halved turnover and time-to-proficiency of new staff and as a result doubled the conversion. CallCoach gave them the platform to do it at scale"

Erik van Eekelen, CEO, Icana.AI



Founded in Australia, Icana.AI develops conversation intelligence technology for sales and service teams. CallCoach analyses 100% of customer interactions, identifies patterns that drive success, and provides the insights managers need for effective coaching.

CallCoach is used by organisations like Finance One to improve performance, accelerate onboarding, and scale winning behaviours across their teams.

Try out a demo with your own recordings or get in touch at info@icana.ai