ORI

Revenue Acceleration Platform

Case Studies

INDEX

1. BANKING / IMPROVED LEAD GENERATION AND QUALIFICATION

2. CPG / IMPROVED PRODUCT SALES VIA PRODUCT EDUCATION AND DISCOVERY

3. EDTECH / IMPROVED VISITOR TO LEAD CONVERSION

4. AVIATION / IMPROVED REVENUES THROUGH CROSS-SELL & UP-SELL ENGAGEMENTS

5. UTILITY / IMPROVED TOP FUNNEL CUSTOMER ENGAGEMENT LEADING TO BETTER SALES

6. AUTOMOTIVE / IMPROVED TEST DRIVE BOOKINGS LEADING TO BETTER SALES FOR THE WORLD'S THIRD-LARGEST MOTORCYCLE MANUFACTURER

7. AUTOMOTIVE / IMPROVED TEST DRIVE BOOKINGS LEADING TO BETTER SALES

8. TELECOM / IMPROVED VISITOR TO LEAD CONVERSION

9. CABLE TV (PAY TV) / IMPROVED ARPU BY EFFECTIVE CUSTOMER VALUE MANAGEMENT (CVM)

25% reduction in CPL

88% improvement in qualified eligible leads

INDIAN BANKING GIANT

CONVERSATIONAL SALES

IMPROVED LEAD GENERATION VIA
PRODUCT EDUCATION AND DISCOVERY

LARGEST PRIVATE INDIAN BANK

Personalised product discovery to catalyse the interest to lead cycle for their credit cards portfolio

Client background

ICICI Bank is one for the largest private banks in India, serving 55 million customers with over 6000 branches in 17 countries.

ORI was brought in to improve the interest to lead conversions for their Credit Card portfolio.

What was the challenge?

1 Building preference for ICICI credit cards through a more effective, personalized delivery of the value proposition

2 Product education to drive consumers through the different stages of the purchase decision journey

3 Building confidence in the offering by presenting relevance aligned to their lifestyle needs

What was done?

● **1 – Card recommender with layered intelligence**

ORI worked with ICICI to devise and implement an added layer of intelligence on psychographic parameters to bring in additional intelligence that ensured the right card was recommended

● **2 – Integrated Product education with full funnel support**

Driving preference from brand through personalized query resolutions clubbed with complete transactional support for lead generation and orders

● **3 – Connected conversational engagement ecosystem for improved brand recall**

Scaled across landing pages, search + display ads, and Facebook click to messenger ads for conversations on the landing page and Google business messages with reengagement built in
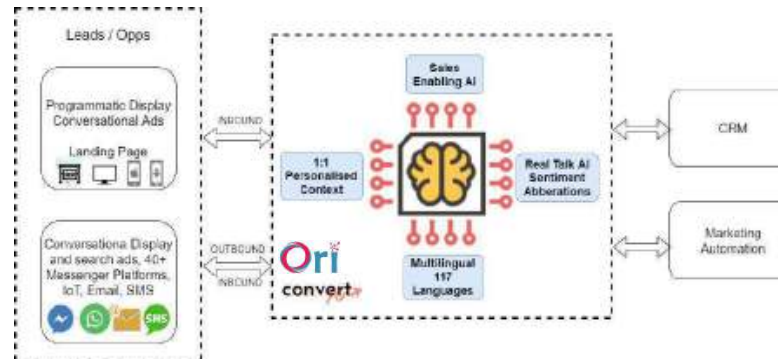
What was achieved?

The benefits of the virtual agent are already evident, as demonstrated by the following results:

25% reduction in Cost per Lead (CPL)

88% improvement in financially eligible leads from total incoming leads

98% query resolution rate for all incoming user messages, questions and objections

34% lift in sales

3x more engagement

GLOBAL CPG GIANT

CONVERSATIONAL SALES

IMPROVED PRODUCT SALES VIA
PRODUCT EDUCATION AND DISCOVERY

Ori

GLOBAL CPG COMPANY

Building an engagement program to build resonance between the brand and mothers

Client background

GSK is one of the largest CPG companies globally. GSK launched a new sub-brand Horlicks Growth+ for kids between the ages of 3-10, under its immensely popular brand 'Horlicks.

ORI was brought in to work on a differentiated targeting strategy through the 6 stages of the consumer's decision-making process

6 steps to your child's healthy growth	Passively Concerned to Actively concerned		Actively Concerned to Anxious moms			Growth+ moms
	Get Curious	Identify growth	Understand science behind nutrition	Start the growth Journey	Access Growth Partnership	Capture child's growth

### What was the challenge?

1 Building preference for Horlicks Growth+ as a challenger brand in a segment saturated by incumbents

2 Product education to drive consumers through the 6 stages of the purchase journey

3 Building confidence in the brand through expert medical opinion provided in a private, personalized setting

What was done?

● **1 – Growth+ Calculator**
ORI worked with GSK to devise and implement a calculator that would let mothers ascertain how their kids were growing compared to the average on parameters of height and weight across age and gender groups

● **2 – Integrated Product education + live pediatric support**
Driving preference from brand through personalized query resolutions clubbed with fortnightly live pediatric support

● **3 – Connected conversational engagement ecosystem**
Scaled across landing pages and Facebook click to messenger ads for conversations on Facebook Messenger and WhatsApp
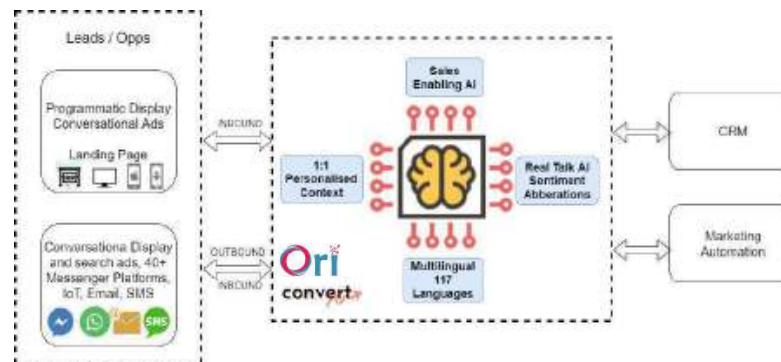
What was achieved?

The benefits of the virtual agent are already evident, as demonstrated by the following results:

34% lift in sales

3x growth in engagement by disseminating personalised content over Facebook Messenger

27% contribution to online sales via direct Shopify integration and deep links to other ecommerce websites

19% increase in Straight through Processing

22% reduction in Cost of Acquiring Customers

GLOBAL EDUCATION COMPANY

CONVERSATIONAL SALES

IMPROVED VISITOR TO LEAD CONVERSION

Google 2021 Best AI Bot in the world among 200 others

GLOBAL EDUCATION COMPANY

Catalysing sales for various programs through personalization and continuous engagement

Client background

A global education company, facing competitive challenges and struggling with maintaining its customer growth wanted to convert more of its online visitors to customers by revamping its online sales process to:

- Educate customers about its product based on the right context, just like its counsellors do
- Handhold customers through the entire funnel with ongoing relevant engagement
- Make the online sales process more efficient

What was the challenge?

1 **Long arduous customer journeys hampering conversions**

Customer acquisition is a long and expensive process which involves multiple conversations over days and several leakages. Automating and shortening the sales cycle could deliver significant impact

How to use technology to increase conversion efficiency at lower cost-to-serve?

How to improve my customer engagement leading to more conversions?

What was done?

1 – Humanised AI conversations,

ORI CONVERT was connected with the client's CRM and MarTech stack to get the data to initiate personalised conversations with leads (inbound and outbound) and to enable a complete sales of SIM cards and bundles

2 – Push to Sale (Connect, Reengage, Handover)

Customers were led down unique conversation paths towards closure based on their past interaction and real-time signals

3 – Delighted Customers

Being fully-connected, ORI CONVERT uses data to personalise conversations and reengage customers at the right moments to their delight leading to purchases
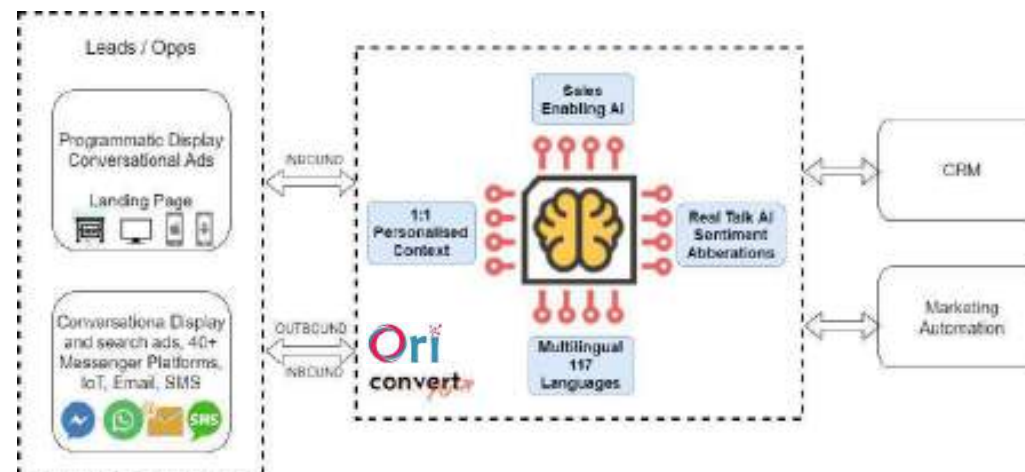
What was achieved?

The benefits quickly multiplied as new languages and channels of interaction were added

25% improvement in course sign ups with payments without human intervention

30% reduction in CAC

2.5% increase in new customers (gross-adds) (85% customer engagement)

20% increase in meal bookings

95% containment rate of automated conversations

GLOBAL NO FRILLS AVIATION CLIENT

CONVERSATIONAL SALES

IMPROVED REVENUES THROUGH
CROSS-SELL / UP-SELL ENGAGEMENTS

Google   2021 Best AI Bot in the world among 200 others

Ori

GLOBAL AVIATION CLIENT

Catalysing sales through personalization and continuous proactive engagement blended into customer support

Client background

A global aviation company in the Middle East, was looking to create a superlative customer experience that spans the entire lifecycle, focused on:

- Preemptive, proactive customer support based on Navitaire triggers and events
- Leveraging cross-sell, up-sell opportunities through recursive engagement
- Make the online sales process more efficient

What was the challenge?

1 **To lead with customer experience in a domain where prices dictate demand**

2 **To improve the average revenue per user**

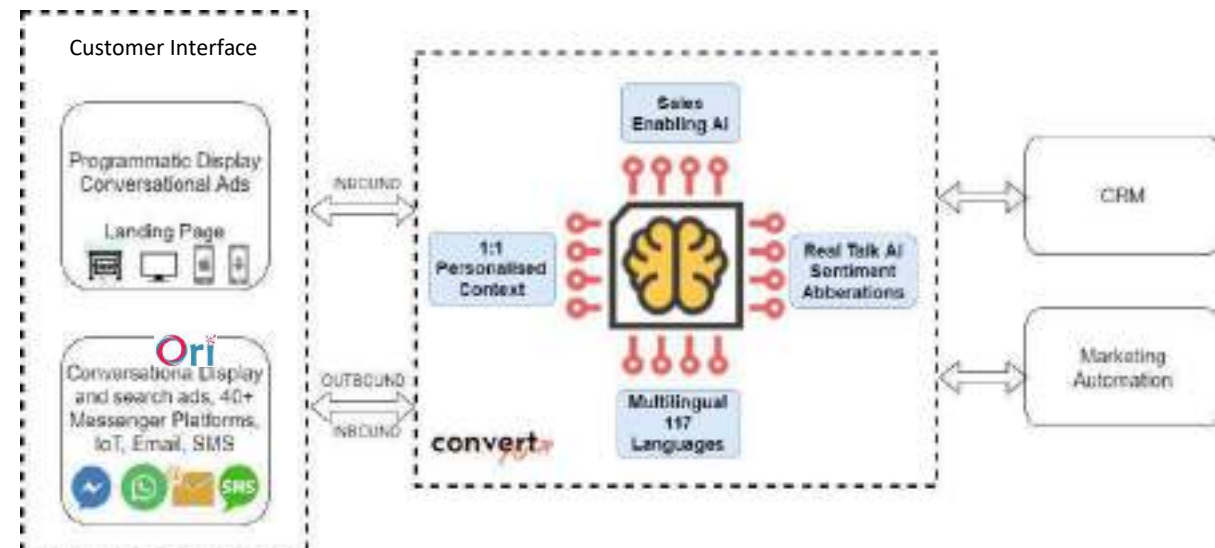**3** **To amplify repeat order rates**

What was done?

● **1 – Proactive and complex AI conversations**

Interactive engagement fueled by millions of data points on to handle over 1500 questions, mapped automatically to over 2 million unique interaction sequences, all working towards goal achievement of revenue acceleration

● **2 – Continuum of conversations**

A seamless connected experience across social media, brand assets, Google Assistant, Android Auto, Alexa and messaging apps

● **3 – Connected ecosystem to build relevance**

CRM enrichment of qualitative data points being transferred to shape broader communication strategies delivering improved RoI

What was achieved?

The benefits of the virtual agent are already evident, as demonstrated by the following results:

20% increase in meal bookings compared to existing benchmarks

71% incoming queries handled (**95%+ containment** rate with no human agent)

30% improvement in digital NPS

Customer Interface

Programmatic Display Conversational Ads

Landing Page

Ori Conversational Display and search ads, 40+ Messenger Platforms, IoT, Email, SMS

convert

INBOUND / OUTBOUND

Sales Enabling AI

1:1 Personalised Context

Real Talk AI Sentiment Abberations

Multilingual 117 Languages

CRM

Marketing Automation

210% increased engagement

51% reduced cost per engagement

GLOBAL ENERGY COMPANY

CONVERSATIONAL SALES

IMPROVED TOP FUNNEL CUSTOMER ENGAGEMENT LEADING TO BETTER SALES

Google 2021 Best AI Bot in the world among 200 others

Ori

GLOBAL ENERGY CLIENT

Catalysing brand favourability through personalization and engagement

Client background

A global energy company in the US, was looking to create a superlative customer experience for customers exploring their offering:

- Building a personalized and responsive experience that is customer-centric and rapidly scalable
- Make the online sales process more efficient
- As a smart, fast trendsetter, wanted to quickly launch in the market and move forward with proven best practices

What was the challenge?

1 To spark interest, drive awareness and favorability for Reliant Energy within its Target Segments

2 To utilize innovative display media, driving early-stage conversations with top of the funnel audience to discover its electricity plans

3 To lead with customer experience in a domain which is highly commoditized

What was done?

1 – Early-stage conversations in the zero moment of truth

An experience that delivered rich media, dynamically personalized content across programmatic display efforts while also reducing reliance on third party data!

2 – Proactive AI conversations

Reliant used Adster to directly connect users to their conversational assistant dedicated to helping find the best electricity plan for their needs. Adster provided multiple relevant recommendations based on the users's responses.

3 – Continuum of Conversations

Click to the product website at the end of the conversation to continue their purchase process

Customer Interface

What was achieved?

Beyond reaching millions of consumers, Reliant engaged the most interested users in a value-added conversation. The brand helped consumers to find their preferred electricity plans and then enabled the purchase:

31% increase in post view conversions

51% improvement in engagement rates

37% reduction in cost per engagement
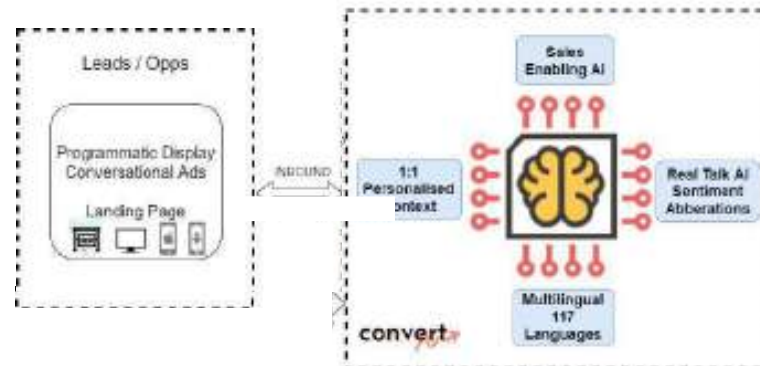
14x improvement in test drive bookings

10% lift in purchase intent

GLOBAL AUTOMOTIVE COMPANY

CONVERSATIONAL SALES

IMPROVED TEST DRIVE BOOKINGS LEADING TO BETTER SALES FOR THE WORLD'S THIRD-LARGEST MOTORCYCLE MANUFACTURER

Google   Case study

Ori

GLOBAL MOTORCYCLE MANUFACTURER

Launch and ongoing engagement for a new bike to highlight category first initiatives leading to more sales

Client background

The world's third-largest motorcycle manufacturer, and second-largest in India, Bajaj Auto was founded in 1945. Over 75 years later, Bajaj Auto is present in 79 nations. In 2020, it was ranked #53 on India's Fortune 500 list.

Bajaj Auto, was keen to establish itself as a high performance manufacturer with the launch of a premium bike in the 125cc segment; a segment characterised by low cost options for the masses.

What was the challenge?

1 Building buzz around the product and establishing its brand as the world leader in the 125cc category of two-wheelers

2 Engage more meaningfully with its target audience: ambitious, self-made achievers who are urban dwellers aged between their late 20s and 30s

3 Improve test drive bookings and sales conversions through instant, relevant and persistent communication with its target audience

What was done?

● **1 – Proactive and complex AI conversations**
Interactive engagement fueled by millions of data points on product, brand and industry to handle over 1200 questions, mapped automatically to over 1.8 million unique interaction sequences, all working towards goal achievement of test drive bookings

● **2 – Push to Sale (Connect, Reengage, Handover)**
Customers were led down unique conversation paths towards closure based on their past interaction and real-time signals

● **3 – Connected engagement ecosystem**
CRM enrichment of qualitative data points being transferred to dealerships to warm up customer- dealer entry as a continued conversation
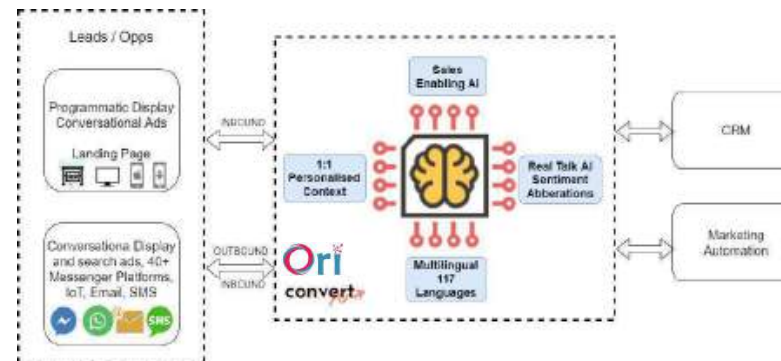
What was achieved?

The benefits of the virtual agent are already evident, as demonstrated by the following results:

14.3x increase in test drive bookings compared ot to client and industry benchmarks

80% improvement in performance on brand keywords (**98%+ containment** rate with no human agent)

48% lift in purchase intent and **10% lift** in reengagement CPA

6x improvement in test drive bookings

54% lift in purchase intent

GLOBAL AUTOMOTIVE COMPANY

CONVERSATIONAL SALES

IMPROVED TEST DRIVE BOOKINGS
LEADING TO BETTER SALES

MMA SMARTIES BUSINESS IMPACT INDEX

2020 Global Bronze for Creative
Engagement Experience

Ori

GLOBAL AUTOMOTIVE COMPANY

Launch and ongoing engagement for a new car to highlight category first initiatives leading to more sales

Client background

A global automotive client was launching a new car in the hatchback segment dominated by 2 incumbents, Maruti Suzuki and Hyundai.

A single user has 900+ digital interactions before settling in on a buying decision pointing to a 'Messy middle' of the decision journey. This car buyer – in the middle of the funnel were seeking to chart a very unique personalised evaluation journey away from the standard car sales spiel to rationalise their decisions. Given the audience needs, attitude towards technology and a long messy search journey - we needed a solution that could nudge this user throughout

What was the challenge?

1 Establish the car as the challenger brand in premium hatchback category – by getting a larger chunk of Search Intent

2 Address the needs of the new urban car buying audience and engage more meaningfully with them, ensuring better understanding of the car and the brand

3 Build pre-launch buzz and continued discovery of the cars features – converting Queries into bookings for test drives

What was done?

● **1 – Proactive and complex AI conversations**

Interactive engagement fueled by millions of data points on product, brand and industry to handle over 1500 questions, mapped automatically to over 2 million unique interaction sequences, all working towards goal achievement of test drive bookings

● **2 – Continuum of conversations**

A seamless connected experience starting with conversational ads and extending to Google Assistant, Android Auto, Alexa and messaging apps

● **3 – Connected ecosystem**

CRM enrichment of qualitative data points being transferred to dealerships to warm up customer- dealer entry as a continued conversation
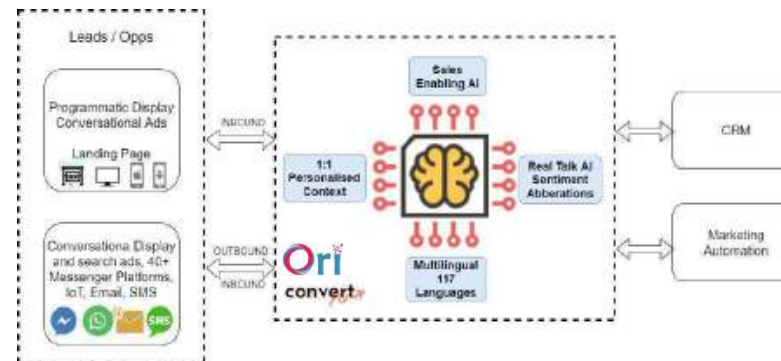
What was achieved?

The benefits of the virtual agent are already evident, as demonstrated by the following results:

6x increase in test drive bookings compared ot to client and industry benchmarks

80% improvement in performance on brand keywords (**98%+ containment** rate with no human agent)

54% lift in intent to purchase
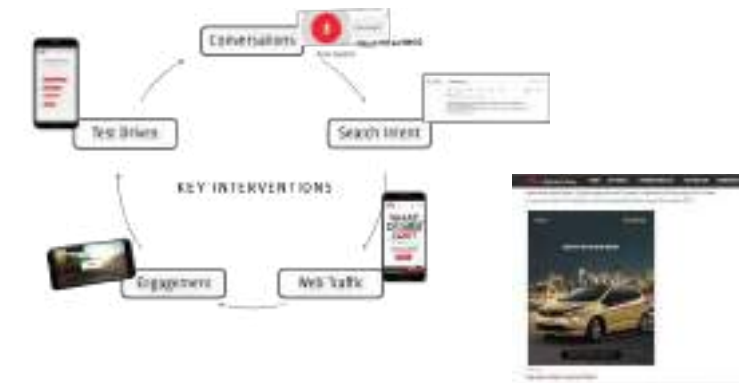
25% increase in Straight through Processing

30% reduction in Cost of Acquiring Customers

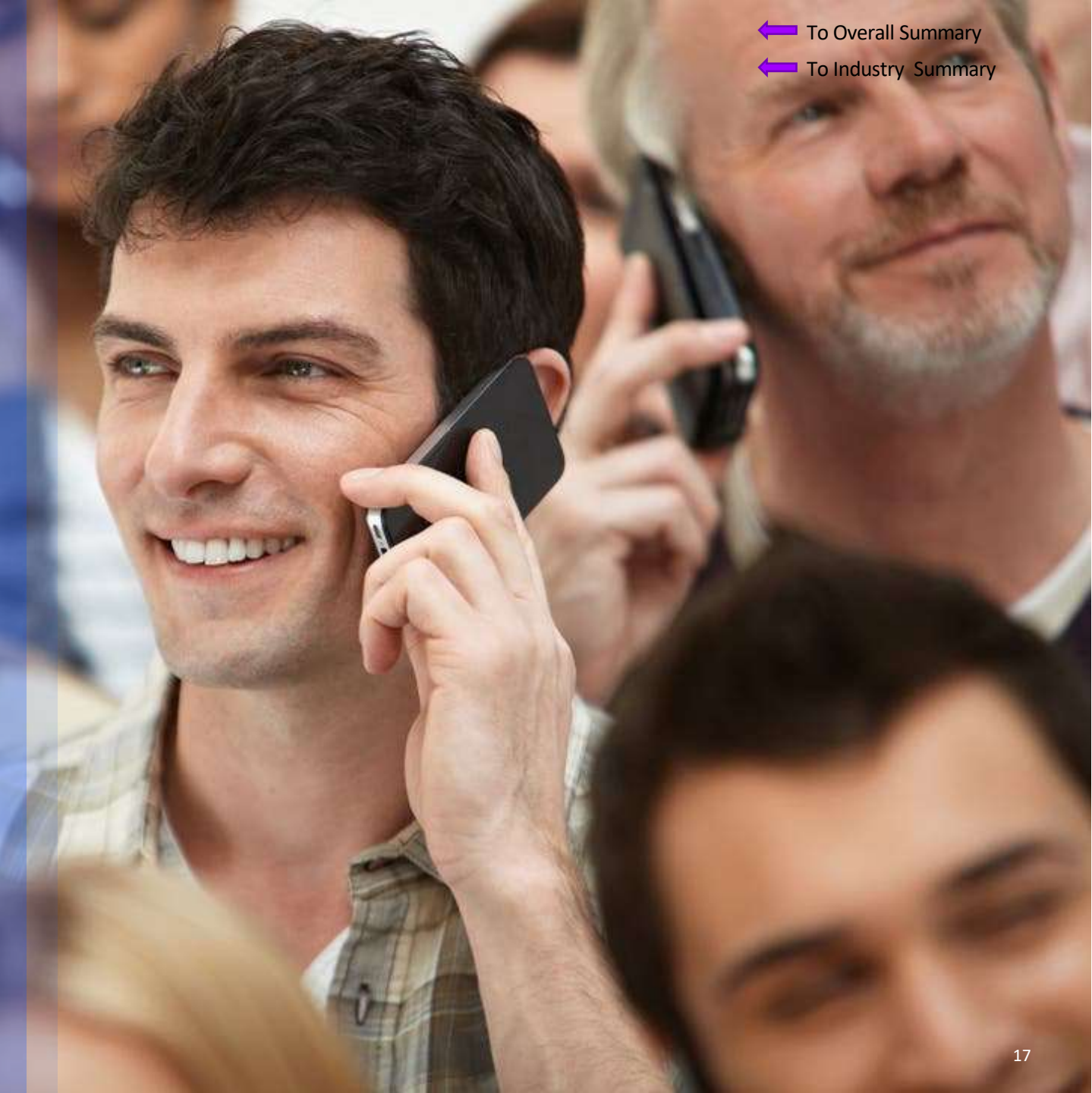GLOBAL TELECOM COMPANY

CONVERSATIONAL SALES

IMPROVED VISITOR TO LEAD CONVERSION

Google   2021 Best AI Bot in the world among 200 others

Ori

GLOBAL TELECOM COMPANY

Catalysing new product sales through personalization and continuous engagement

Client background

A global telecom company, facing competitive challenges and struggling with new subscriber edition wanted to convert more of its online visitors to customers by making the sales process more efficient

What was the challenge?

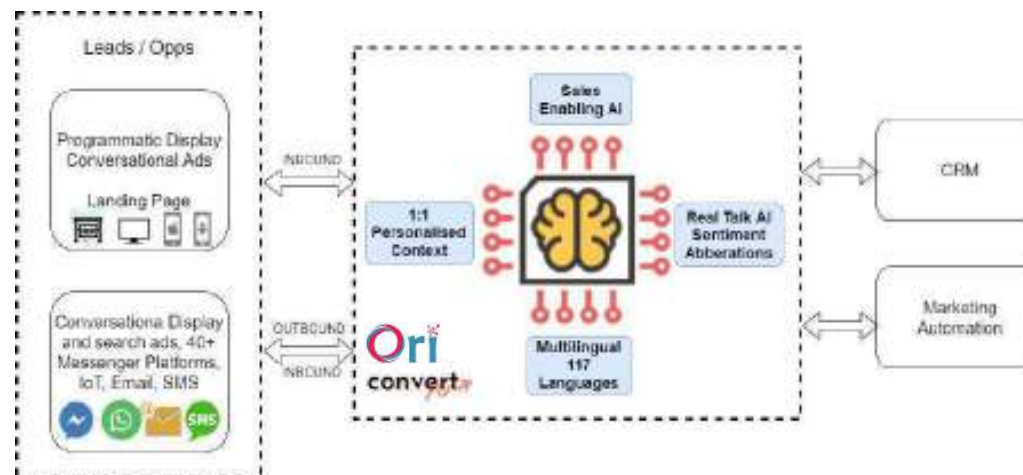**1** **Long arduous customer journeys hampering conversions**

Customer acquisition is a long and expensive process which involves multiple conversations over days and several leakages. Automating and shortening the sales cycle could deliver significant impact

How to use technology to increase conversion efficiency at lower cost-to-serve?

How to improve my customer engagement leading to more conversions?

What was done?

● **1 – Humanised AI conversations,**

ORI CONVERT was connected with the client's CRM and MarTech stack to get the data to initiate personalised conversations with leads (inbound and outbound) and to enable a complete sales of SIM cards and bundles

● **2 – Push to Sale (Connect, Reengage, Handover)**

Customers were led down unique conversation paths towards closure based on their past interaction and real-time signals

● **3 – Delighted Customers**

Being fully-connected, ORI CONVERT uses data to personalise conversations and reengage customers at the right moments to their delight leading to purchases

What was achieved?

The benefits quickly multiplied as new languages and channels of interaction were added

40% reduction in wasted truck rolls

20% reduction in inbound appointment calls (**95%+ containment** rate with no human agent)

1.5% increase in new customers (gross-adds) (85% customer engagement)

2.1x increase in average ticket size

Enabled **40%** of digital transactions

GLOBAL CABLE TV/PAY-TV COMPANY

CONVERSATIONAL SALES

IMPROVED ARPU BY EFFECTIVE CUSTOMER VALUE MANAGEMENT (CVM)

2019 Best Customer Engagement Experience in APAC

GLOBAL PAY-TV COMPANY

Enabling growth in ARPU blended into customer support across digital channels

Client background

DishTV is the world's second largest Pay-TV provider with over 40 million subscribers. DishTV was struggling with a reducing ARPU, leading to a decline in share prices.

ORI was brought in to improve ARPU by upselling and cross-selling to customers in a personalized, timely manner

What was the challenge?

1 Improve visibility on complex bundles and plans to give customers the power to decide without them getting a feeling of being taken for a ride

2 Understand what customers really need instead of bombarding them with one-size fits all offers that lack relevance

3 Provide superlative conversational customer support as a pre-cursor to sales engagement

What was done?

1 – Deeply embedded CVM
Integration with various systems of record to map consumer personas and behavior to product packages and bundles

2 – Stellar customer support
Selling while solving customer pain points saw ORI build complex support scenarios that could be handled with ease

3 – Connected engagement ecosystem
Continued drip based engagement over conversational channels to ensure customers end up purchasing what they've shown interest in over web, app bots and other social messaging platforms
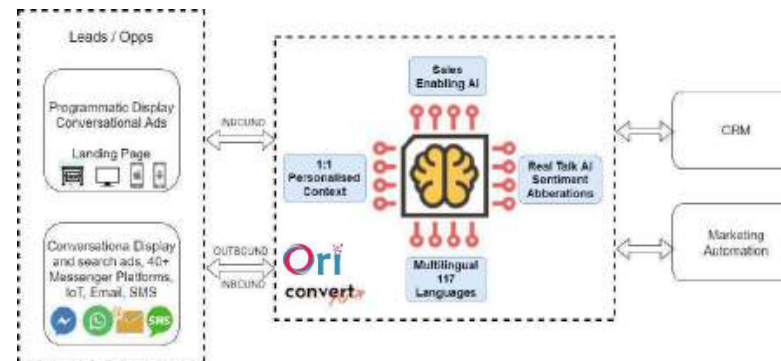
What was achieved?

The benefits of the virtual agent are already evident, as demonstrated by the following results:

2.1x increase in average ticket size of customers interacting with ORI through push-to-sale and personalised bundling

15% reduction in support related call volume at the contact centre, down to 3 million/month from 3.5 million/month

40% of all digital upgrades happened via one of ORI's touchpoints