



Case Study

How ORI boosted Lead Qualification for Education First by 3X

Executive Summary:

Education First (EF) improved lead conversion and customer satisfaction by implementing ORI's AI-powered chatbot to handle its high volume of diverse student inquiries. This multilingual solution streamlined EF's lead qualification process, focusing on key criteria to capture essential information, engage prospects, and guide them in their preferred language. ORI's chatbot increased qualification accuracy by 30%, tripling conversion rates, and delivered 96% positive customer sentiment. Additionally, it optimized resources by converting 25% of traffic into qualified leads, allowing EF's agents to focus on high-value prospects, ultimately boosting efficiency, reducing costs, and enhancing overall ROI.

Overview Ori:

ORI delivers enterprise-grade Gen AI Agents that drive revenue growth across the customer lifecycle. Ori's voicebots and chatbots are capable of acting as virtual salespeople, proactively steering conversations toward conversions with precision. ORI automates complex sales processes, enhancing lead qualification, nurturing, and order booking while boosting team performance. Our AI seamlessly integrates to maximize upselling, with agents delivering personalized interactions in over 100 languages, including 22 Indian dialects. Powered by our custom tuned BrandGPT and AI observability, Ori ensures accurate, compliant GenAI solutions, reducing hallucinations to under 1% for reliable use in regulated sectors.

Overview Education First:

Education First (EF) is a global education company specializing in language learning, academic exchange, and cultural immersion across 100+ countries. EF's offerings include immersive language courses, international academic programs, and customized corporate language training. Additionally, its educational travel and exchange programs provide hands-on cultural learning experiences.

The Challenge: Managing High Volumes of Student Inquiries

Education First (EF) experiences a significant influx of website queries but currently lacks a streamlined engagement and qualification mechanism to manage these leads effectively. This gap in engagement leads to numerous unaddressed leads and subpar funnel performance,



where inadequate information capture hampers lead qualification. These issues impact revenue and waste paid traffic potential, diminishing the return on EF's marketing investments.

EF's target audience is highly diverse, with varying needs based on age, geographic location, language proficiency, course duration, and goals—such as TOEFL, IELTS, or GMAT preparation. Prospective students inquire about a wide range of topics, including course details, accommodations, activities, and meal plans, further complicating the lead engagement process. Addressing such varied requirements demands a system that can seamlessly engage a broad audience while supporting consistent lead generation and qualification.

Moreover, EF faces challenges with language diversity, as prospective students communicate in over 30 languages. Recruiting and maintaining a multilingual team, coupled with the fluctuating demand typical in education, makes workforce planning difficult. Consequently, EF requires a sustainable solution that can effectively manage this diversity, ensure consistent engagement, and optimize resource allocation year-round.

The Solution: ORI's AI powered Chatbot

To streamline lead qualification and engagement, EF implemented ORI's AI-powered chatbot, an intelligent solution tailored to EF's specific needs. This multilingual chatbot effectively manages EF's high query volumes, responding in over 30 languages, with a primary focus on French and Italian due to high traffic in these languages.

The chatbot focuses on the "3 D" qualification criteria: Destination (preferred location), Duration (course length), and Date (desired start date). These metrics guide the chatbot's primary function, capturing essential information from users while maintaining an engaging and conversational experience. Given that most website visitors are in the early stages of decision-making, the bot's responsive query handling is critical. It actively engages students, addresses their inquiries, and guides them toward informed decisions, all while ensuring it captures the essential qualification data in their preferred language.

Impact: A 3X Improvement in Lead Qualification and Conversion

The implementation of ORI led to significant improvements in EF's lead qualification and customer engagement processes:

- **Improved Lead Qualification Efficiency:** Through ORI, EF achieved a 30% boost in the precision of student qualification, resulting in a remarkable 3x increase in lead conversion rates. This enhancement not only streamlines the sales funnel but also maximizes the potential of each interaction, effectively capturing and converting high-quality leads.



- **Enhanced Customer Experience:** ORI's personalized, accurate responses significantly elevated the student experience, achieving a customer sentiment score of 96% positive or neutral. With conversations averaging 20 messages per interaction, ORI demonstrates its ability to engage deeply with students, addressing their unique needs and fostering a positive perception of EF's brand.
- **Optimized Resource Allocation:** By efficiently handling repetitive queries, ORI converted 25% of traffic into qualified leads, allowing EF's human agents to prioritize these pre-qualified prospects. This approach optimized resource allocation, enabling agents to focus on high-value interactions, which boosted overall productivity and operational efficiency.

Conclusion:

By implementing ORI's chatbot, EF transformed its lead qualification process, enabling more personalized and efficient interactions at scale. This integration led to a substantial boost in lead conversion rates and student satisfaction, empowering EF to effectively manage its growing inquiry volume while maintaining a consistent, high-quality customer experience. Additionally, the improved automation and engagement reduced operational costs, driving revenue growth and enhancing EF's overall ROI.