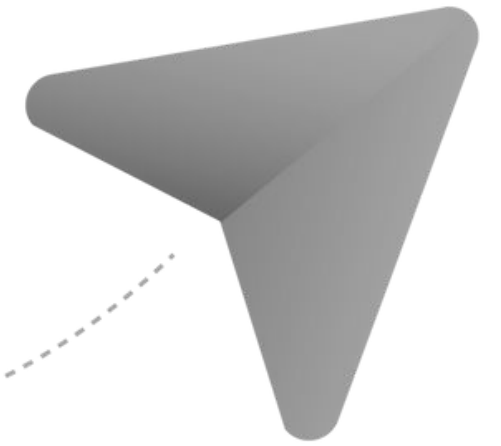




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Case Studies

BFSI



oriserive.com



Best AI Bot in the world among 200 others



International CXA'21
Customer Experience Awards

Award for best digital customer experience



Global Award for Creative Voice Engagement Experience



Microsoft

Best Customer Experience bot in APAC

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Autonomous
Agents
For
Leading NBFC



Ori's Autonomous Agents helped a leading NBFC to contact the customer to qualify the leads stopping lead leakage and starting the sales journey for the customer

Challenge

The sheer volume of leads was overwhelming for the contact center leading to lead leakage and the sales cycle was elongated

Approach

Outbound campaigns for lead qualification

- Reach out to leads based on priority logic
- Qualify the lead and capture customer interest and eligibility information
- Provide the features and benefits of the product and answer customer FAQs
- Utilize the goal seeking feature of the voice bot to push the customer towards an appointment with the agent

Impact

- 5.2% boost in lead conversion
- 12% Reduction in customer acquisition cost
- 81% drop in lead leakage
- 18% decrease in time to acquire



An Indian Financial institution wants to boost credit card sales through inbound channel while keeping the cost under control

Challenge

Sales conversion through inbound sales is low with stretched sales cycle. High churn at contact centers leading to higher abandoned calls and high customer effort

Approach

Outbound campaigns for lead qualification

- Deployed multilingual voice bot to answer customer call
- Capture details and run a soft credit check
- Capture user preferences to suggest the right credit card and answer FAQs
- Inform about the required documents and send the application link to complete application
- Reach out to customer upon approval to share the card delivery status and activation information

Impact

- **4.6% increase** in sales conversion
- **6% increase** in premium card sale
- **9%** reduction in cost to acquire
- **32% call deflection** to voice bot
- **7% reduction** in customer effort score



A leading general insurance company wanted to boost sales by reaching out to existing customer and enhancing cross sale

Challenge

Brand wants to curtail the customer acquisition cost while complying to the mandate of increasing the revenue through cross selling to existing customer

Approach

Outbound campaigns for lead qualification

- Deployed bot over voice and whatsapp to reach out to existing customer base in the renewal cycle
- Capture customer preferences and pitch the product
- Send the quotes and setup appointment with the agent
- Real time transfer to agents enabled

Impact

- **7.3% increase** in cross sale
- **3% decrease** in cost of acquisition
- **5% boost** in revenue share of cross sale



Ori's Autonomous Agents provides multimodal assistance to reduce customer effort when requesting a roadside rescue

Challenge

Roadside rescue require prompt response without wait time. Customer experience goes down with every minute customer stays on hold for an agent to respond

Approach

Outbound campaigns for lead qualification

- Introduce callers seeking roadside assistance to a digital experience
- Guide callers at every step along the way
- Reduce customer effort, offer guardrails at points of potential abandonment
- Share customer's digital context with agents

Impact

- 31.5% boost in self-service
- 55% containment in self-service leading to cost saving
- 50% drop in customer effort
- 11% decrease in AHT reduction for calls that required agent assistance

Let's Talk!



AI enabled Chat, Voice & Email Automation