ORI

Case Study

How ORI enhanced Vi's Customer Retention by 8% with an Enterprise Gen AI Voice bot Solution

Executive Summary - **ORI deployed a Gen AI voicebot for Vi, achieving a 1.75X boost in customer retention metrics.** This voicebot, integrated with Vi's business logic, engaged MNP customers in real-time with personalized offers, swiftly identifying pain points and presenting tailored solutions. Supported by advanced ASR technology, this AI-driven solution increased Vi's customer retention by 8%, marking a significant improvement from previous benchmarks. The voicebot also enhanced customer lifetime value and proved to be a cost-effective tool for deepening engagement at scale.

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.

Vi Overview - **Vi (Vodafone Idea Limited)**, is one of India's leading telecommunications companies, providing mobile network services across India. It offers a wide range of services including 4G, VoLTE, prepaid, postpaid, broadband, and enterprise solutions.

The challenge -
- **Competition** - In the fiercely competitive telecom landscape, telcos face challenges in retaining customers showing an intent to churn by opting for Mobile Number Portability (MNP).
- **Expensive Engagement Channels** - A critical gap lies in the ability to engage dissatisfied subscribers with human agents at the pivotal moment during the porting process. This limited engagement creates opportunities for competitors to capture these customers, further exacerbated by the high costs of traditional outbound calls to those signaling intent to leave.
- **Thin Margins** - Telecom operators often operate with slim margins due to high infrastructure costs, regulatory fees, and intense competition. In markets like India, low ARPU and pricing pressure push companies toward high-volume, low-margin models, making cost efficiency and customer retention vital for profitability.
- **Customer Demographic** - In India, the diverse spectrum of dialects and languages creates significant communication challenges, often hindering the ability to accurately

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understand customer needs. This combination of linguistic diversity and environmental distractions can impede effective communication and customer satisfaction.

To curb churn, Vi required a strategic retention approach, prioritizing proactive engagement at the right touchpoints and exploring alternative, cost-effective communication channels.

Solution - ORI addressed the challenge by deploying an AI-powered outbound voicebot solution to retain MNP customers across seven key telecom circles: Rajasthan, UP East, UP West, Bihar, Madhya Pradesh, Delhi, and Haryana. The voicebot, hosted on AWS cloud and supporting Hindi, engages customers in near real-time who have initiated port-out requests. Depending on the porting stage (UPC or NPG), the voicebot proactively reaches out with personalized offers and information to persuade customers to reconsider switching from Vi.

Key highlights of the solution include real-time automated calls triggered by business logic for UPC and NPG stages, with redial attempts for unsuccessful engagements. Calls were initiated to identify customers' specific pain points, such as pricing, service quality, and other concerns. When pricing was flagged as a key issue, customized offerings were offered on recharges, leading to a noticeable increase in customer retention. For service quality concerns, customers are seamlessly guided to self-help and digital channels, enabling quick resolutions and ensuring a smooth, satisfying customer experience. ORI also provided a comprehensive dashboard for Vi to monitor, control, and evaluate the retention campaign's effectiveness.

The solution not only enabled Vi to enhance customer lifetime value (LTV) but also offered a cost-effective and efficient method for engaging customers, thereby boosting profitability. To address communication challenges, ORI implemented its in-house Automatic Speech Recognition (ASR) layer, achieving approximately **90% accuracy** in speech-to-text conversion across multitudes of dialects, ensuring clearer and more effective interactions.

Outcomes -
- Ori's voicebot achieved a **58%** contact rate with customers opting to port out. By engaging **66%** of conversations for over 15 seconds, it boosted retention to **22%**, compared to **12.3%** through organic channels, resulting in a **1.75X+** retention increase and improved lifetime value.
- With **66% of callers engaging** for over 15 seconds, it proved to be an excellent tool for customer engagement in other business cases in telecom. Additionally, 2.8 call per engaged customer reflect the depth of engagement driven by the platform.
- This allowed Vi to adopt a highly cost-efficient technology, engaging with customers to increase retention through cost effective solutions while maintaining effective and personalized interactions at scale.

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Ori's solution seamlessly combines cost-efficiency with high-impact customer engagement, transforming Vi's retention strategy.