



Success Stories

How Global Brands are Elevating Customer Experience with Conversational AI



The Conversational AI revolution is in full swing across the globe. According to a report by Markets and Markets, **the global Conversational AI market size is expected to grow from USD 4.8 billion in 2020 to USD 13.9 billion in 2025** - with North America expected to hold the highest market share.

Enterprises across verticals like Financial Services & Insurance, E-Commerce and Telecom, among others, have been implementing Conversational AI solutions to tackle the following challenges:

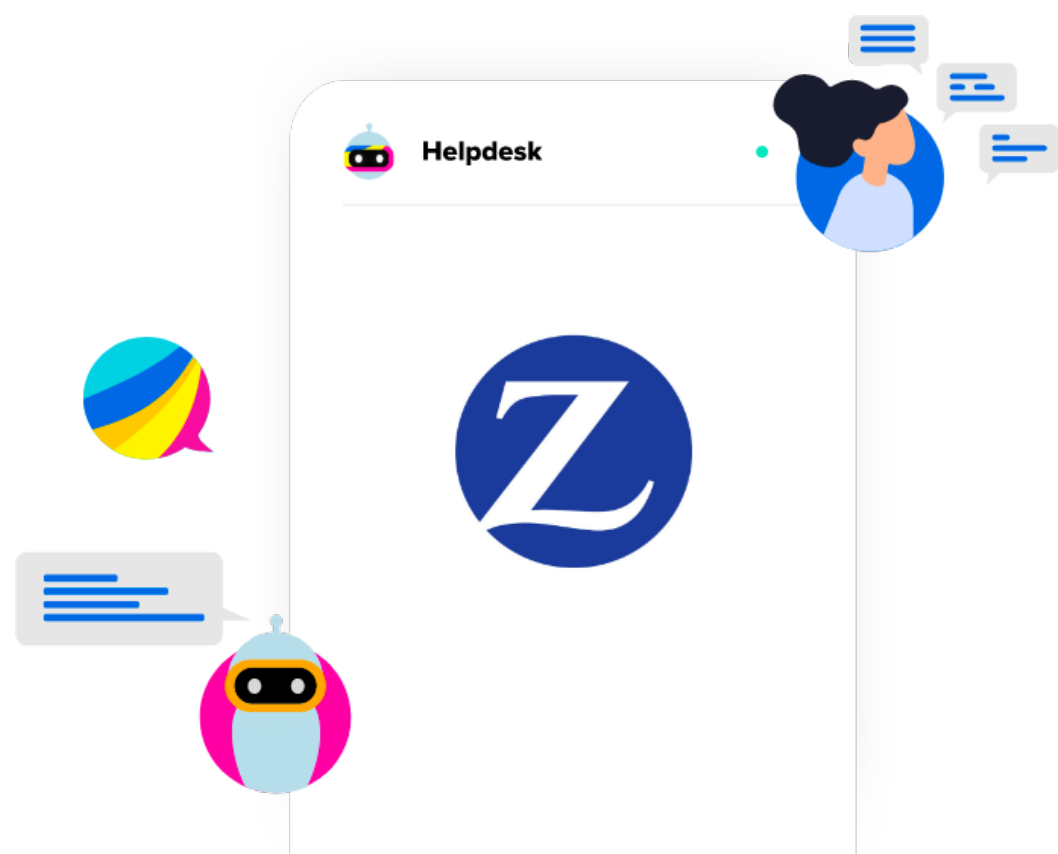
- **Long wait times** while trying to get help on conventional support channels like phone and e-mail, which is particularly frustrating for customers who require instant assistance.
- **Inefficient customer service operations**, due to a reliance on human agents, which makes it difficult to effectively tackle large volumes of inbound queries, and to scale up without incurring additional manpower and infrastructure costs.
- **Lack of personalized attention**, due to the sheer volume of inbound queries, which leave human agents unable to offer dedicated assistance to customers who require it.



AI-powered chatbots or Intelligent Virtual Assistants (IVA) address the aforementioned challenges - by being available 24/7 to instantly resolve routine & repetitive customer queries while seamlessly handing over complex issues to human agents for detailed attention. This enables brands to offer a far superior customer experience, rapidly scale up their customer support capacity, and achieve an 80% reduction in operational costs.

Moreover, Conversational AI enables brands to offer a consistent experience across a wide range of touchpoints, including Web, Android or iOS apps, IVR, social media channels (e.g. Facebook, Twitter), messaging platforms (WhatsApp, Telegram) etc.

As one of the world's largest Conversational AI companies, Haptik has transformed customer experience for a number of brands across verticals. Read on for a few of our success stories.



Zurich Insurance

Zurich Middle East is part of Zurich Insurance Group, one of the world's largest and most experienced insurers. Customers have trusted Zurich Middle East for almost 30 years to protect their futures and provide financial security for their families and businesses. Zurich Middle East is regulated by the UAE Insurance Authority, Central Bank of Bahrain, and Qatar Financial Centre Regulatory Authority.

The Challenge

Zurich Insurance receives large volumes of queries and service requests from customers, who expect immediate answers and instant resolution of issues.

The key business objectives included:

- Ensuring 24/7 availability of customer care.
- Instant resolution of queries.
- Making support seamless and easy-to-access.

The Solution

Haptik built an IVA for Zurich called 'Zuri' which helped them:

- Allow customers to instantly manage existing policies.
- Enable faster query resolution by guiding customers step-by-step.
- Swiftly handle routine tasks for e.g. making a claim/withdrawal, modifying personal details, request a callback etc.
- Seamlessly routing other queries to a human expert.

Business Impact

84%

Automation Rate

70%

End-to-End Query Resolution

10%

Website Visitors Engaged

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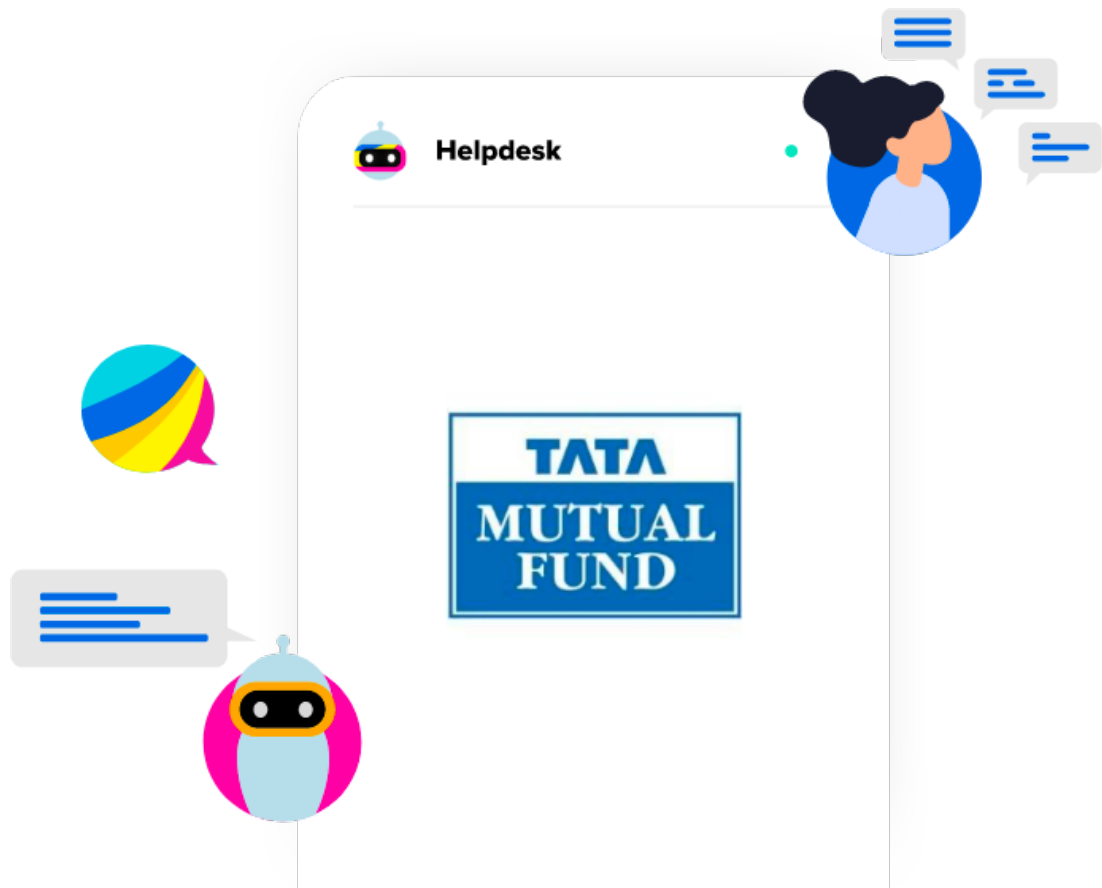


Because customers often contact us with the same kind of requests, we have been able to achieve greater business efficiency by driving a number of these queries to Zuri. In addition to the positive response from our customers, Zuri has helped us to offer 24x7 support to complement our HelpPoint timings and ensure we are there when our customers need us the most. Zuri will become an even more important member of our team as we extend the channels and use cases that she is able to handle.

— Mark Cady, Head of Operations, Zurich International

Tata Mutual Fund

Part of the Tata group, Tata Mutual Fund is the most trusted fund house in India offering a range of investment solutions for financial planning and wealth creation. With an investor base of over 1.9 million (as on 30th November 2019), the brand manages funds across the entire risk-return spectrum targeting investors of all ages and risk profiles. The core strength of the company stems from its intellectual capital and its robust risk management framework based on in-built controls and balances.



The Challenge

Tata Mutual Fund wanted a solution that would help them better serve digital-first Millennials who demand support on the go.

The key business objectives included:

- Improving customer experience by providing faster query resolution.
- Minimizing human intervention with a 70% reduction in monthly calls.
- Engaging customers on their preferred channels, such as Messaging & WhatsApp.

The Solution

Haptik brought a digital-first approach to TMF's customer support, implementing an IVA that helped them:

- Resolve routine queries end-to-end, freeing agents to focus on high-value issues.
- Integrate with backend systems to ensure effective information dissemination for immediate follow-up and closure.
- Improve user engagement by using intelligent prompts and content flows.

Business Impact

40%

Support Call Deflection to IVA

90%

End-to-End Query Resolution

67%

Reduction in Call Center Queries

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Haptik is a fantastically committed team. They truly understand their business and they go really deep to understand their customers' issues. Combining human empathy with AI has been instrumental in bringing life to our IVA. As we add new customers every day, the IVA seamlessly handles 70% of query flow, helping us achieve incredible customer satisfaction rates, exceeding anything ever seen before.

—MVS Murthy, Head – Marketing & Digital, Tata Asset Management Ltd.



Jio

The world's third-largest telecom provider, Reliance Jio Infocomm Ltd (popularly known as Jio), is a subsidiary of Reliance Industries Limited ("RIL"), a \$150 billion conglomerate and one of India's most valuable enterprises. Jio is transforming digital India with world-class all-IP data strong future proof network that provides the latest 4G LTE technology. In April 2020, Facebook acquired 9.99% shareholding in the company for an investment of \$5.7 billion, and Google invested \$4.5 billion, along with several investments from other companies making Jio one of the highest valued telco-to-internet companies globally.

The Challenge

Delivering best-in-class customer experiences is central for telecom providers to retain customers and protect market share.

The key business objectives included:

- **Providing agility:** Being available 24*7 to answer queries, requests, and complaints
- **Improving Efficiency:** Reducing wait time <6.2 sec
- **Delivering Personalization:** >10 API integrations

The Solution

Haptik built an IVA for Jio Mobility that helped them:

- Incorporate 900+ unique intents and 7000+ ways in which a user interacts with the chatbot.
- Handle Jio's customer service around Mobility, Fiber, Digital Apps, and Brand Offers.
- Seamlessly route complex issues to the support team, ensuring a smooth handoff between the AI and human agents.

Business Impact

\$3 Mn+

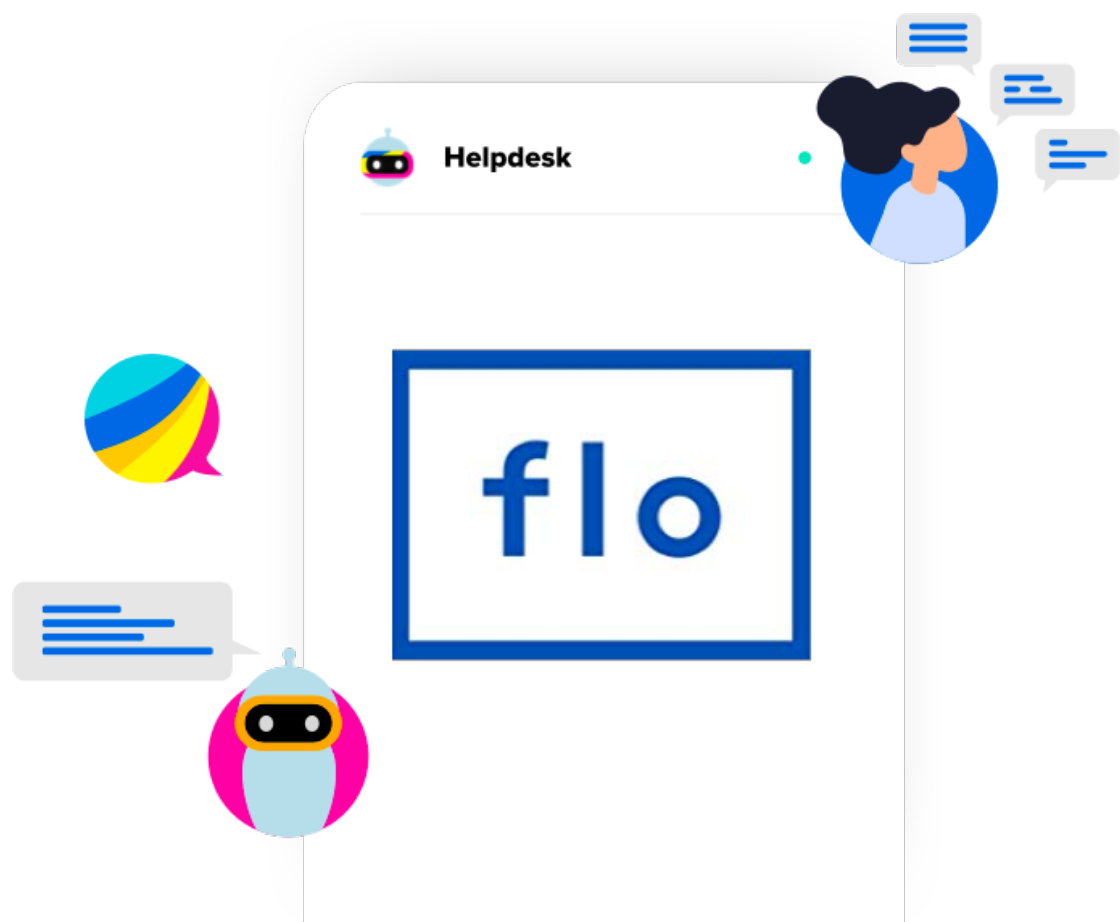
In Annual Operating Costs Saved

5 Mn+

Monthly Conversations Handled by the IVA

67%

Reduction in Call Center Queries



Flo Mattress

Flo Mattress is one of the most innovative mattress companies in India built with the objective of helping people sleep better. Founded by Gaurav Zatakia and Kshitij Rihal, Flo Mattress aims to revolutionize the mattress industry and establish new benchmarks using advanced technology and high-quality constituents.

The Challenge

After the launch, Flo saw a massive jump in their sales leading to a **50x rise in customer support queries**. Flo wanted a solution that could scale rapidly without constraints.

The key business objectives included:

- **Providing agility:** Being available 24*7 to answer queries, requests, and complaints.
- **Improving Efficiency:** Reducing wait time <6.2 sec.
- **Delivering Personalization:** >10 API integrations.

The Solution

Haptik deployed an IVA called Flo Assist which helps with:

- Guiding website visitors with product information and FAQs.
- Generating high intent leads for the sales team.
- Engaging with customers and increased demo bookings.
- Answering support queries around usage & delivery.

Business Impact

317%

Increase in Lead Generation

96%

Query Resolution

17X

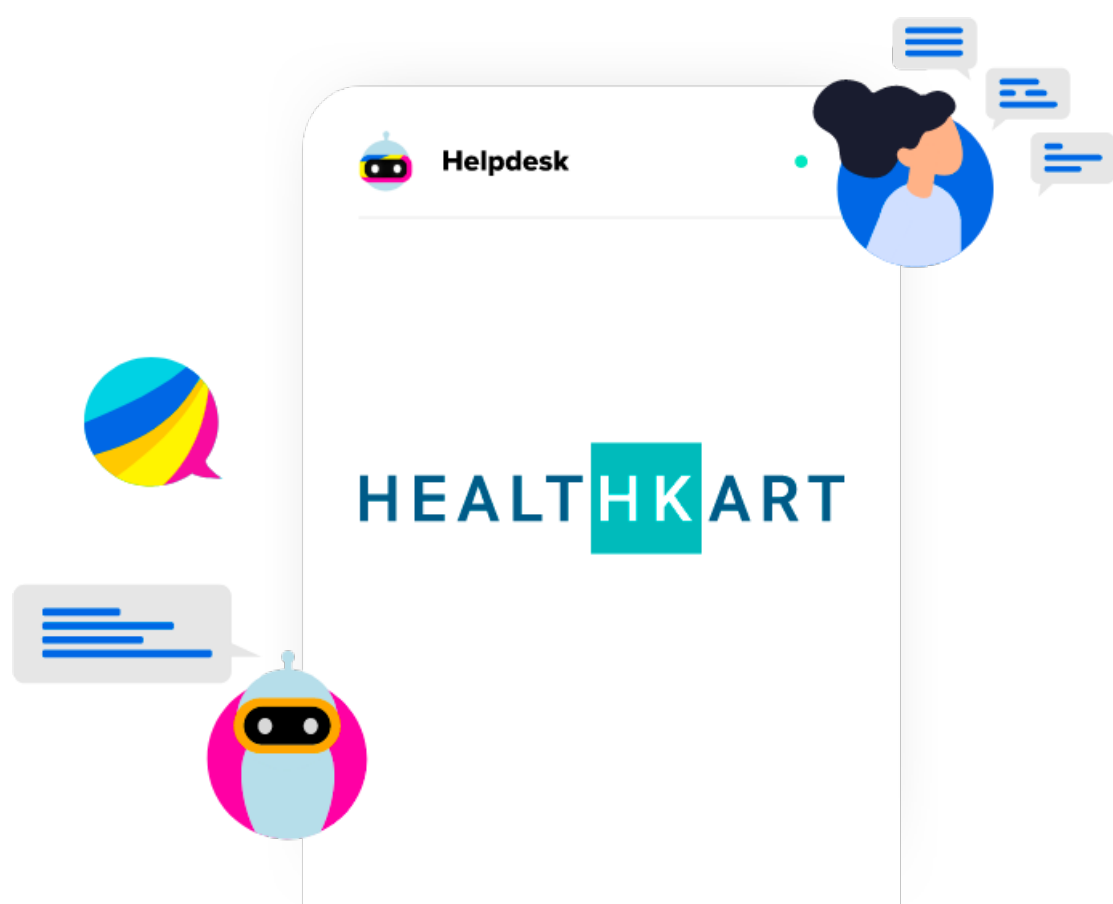
ROI Achieved

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“Haptik is a versatile, power-packed solution that allows us to make customer support available 24*7 while personalizing user experience across the entire customer journey. We’ve seen a significant uptick in lead-generation and demo bookings after implementing the IVA. The team at Haptik is excellent to work with! They’re prompt, knowledgeable, and extremely customer-centric, listening and implementing regular improvements based on our feedback.”

–Kshitij Rihal, Co-founder at Flo Mattress



HealthKart

Founded in 2011, HealthKart is India's leading health supplement store offering a wide range of healthcare and wellness products from various brands like MuscleBlaze, Optimum Nutrition, Muscle Tech, Ultimate Nutrition, TrueBasics, and many more. With over 100 stores around the country, HealthKart is a renowned omnichannel health brand, recognized for its genuine and authentic nutritional supplements.

The Challenge

- Making support more self-serve and asynchronous to handle the surge of user queries during COVID-19.
- Create HealthKart as the go-to destination for diet, fitness & immunity-related advice.
- Proactively educate users and recommend relevant products based on their lifestyle and fitness goals.
- Having the flexibility to build new chat flows from the ground up or tweak existing ones entirely in-house.

The Solution

HealthKart partnered with Haptik to build an IVA that:

- Shared personalized diet and workout plans based on the users' goal, eating habits, current weight, lifestyle, etc.
- Proactively delivered tailored product recommendations for users looking to boost their immunity power during COVID-19.
- Activated on-demand support for routine queries such as order tracking, payments, bill queries, refund, and replacement.

Business Impact

80%
Automation Rate

106K+
Users Catered

128K+
Conversations Handled



“At Healthkart, our customers and their requirements are our #1 priority. During COVID-19, we saw a surge in user queries around nutrition, fitness, and immunity-boosting products and we decided to build dedicated chat flows for this. Using Haptik's drag & drop IVA builder, we created chat flows to provide tailored product recommendations and nutritional advice, thereby enabling higher engagement and enhancing the user experience across all touchpoints.”

—Ashish Gayakwar, Senior Product Manager at HealthKart.



Haptik is an artificial intelligence company powering conversational assistants for brands to transform customer experiences. The platform has enabled over 100 virtual assistants, reaching close to 100 million devices and processing over 3 billion end customer interactions. Haptik is backed by Reliance Industries, a \$100 Billion+ conglomerate, with close to 500 million customers.

To learn more about our solutions across verticals, reach out to us at enterprise@haptik.ai



Featured as a recommended vendor in **Emerging Technologies and Trends Impact Radar: AI in Insurance**



Part of Jio Platforms Limited, the **\$65 billion Internet conglomerate** backed by Google, Facebook, and others



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