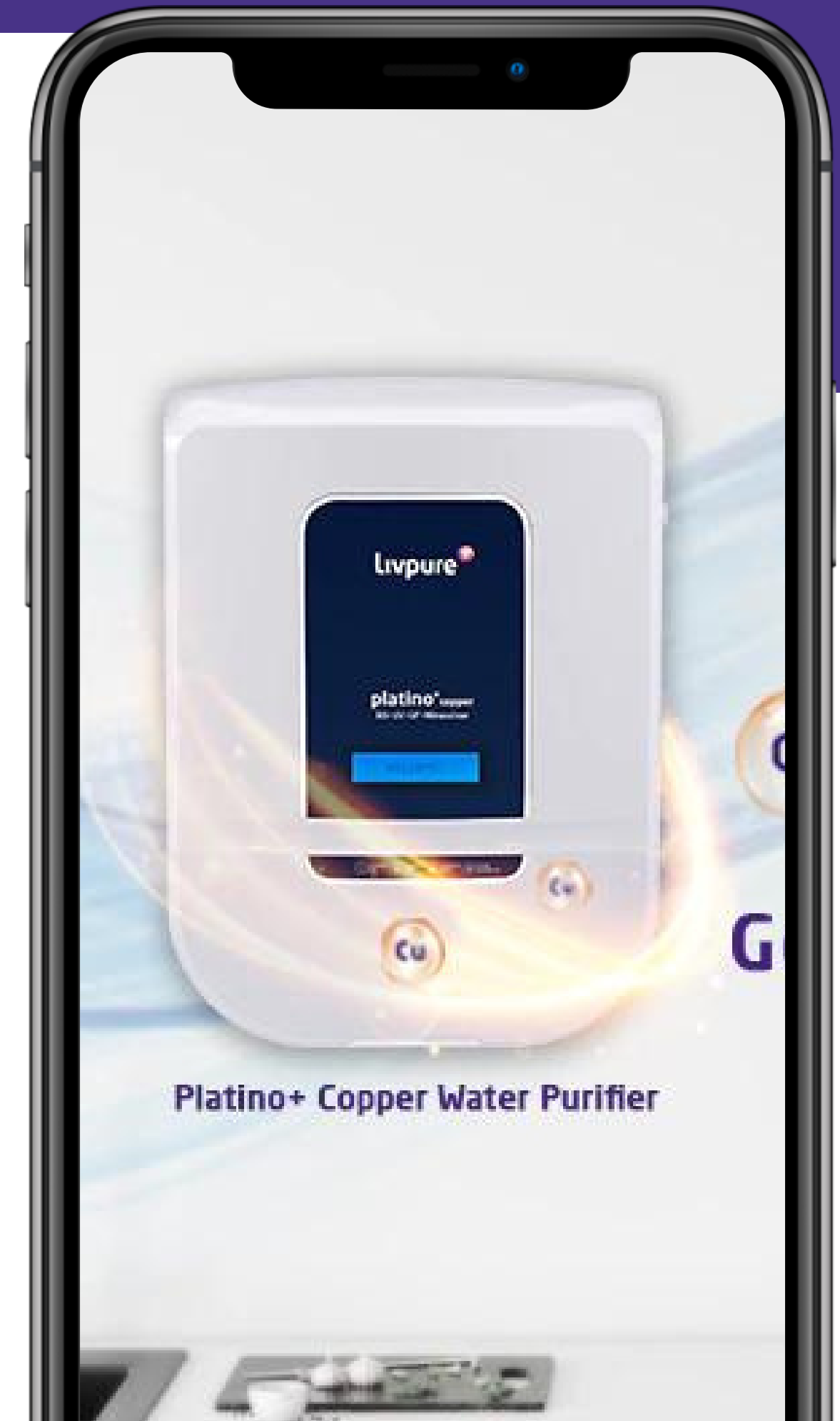


CASE STUDY



How LivPure drove better customer experiences using AI



About LivPure

Livpure is a well-known MNC in the Indian corporate world and is one of the most trusted manufacturers of water purifiers in India. Livpure Smart Homes is a successful arm of this leading enterprise and has become the most popular brand in the field of bedding, water purifiers, and home appliances.

Their newest vertical Livguard is another successful addition to their portfolio that deals in automobile batteries.





Key Challenges



Customer engagement is a top priority at LivPure. When it comes to measuring success, LivPure's North Star is customer satisfaction.

LivPure is committed to creating delightful experiences for customers throughout their entire journey with their products services. They continuously strive to forge lasting relationships with their customers by giving them top-quality support during their shopping and post-shopping experience. They were predominantly looking for a Conversational AI solution to help them with:

- To make the brand more interactive and improve customer engagement
- Deliver a consistent and unified chat-first experience on all communication platforms
- Make support 24/7 accessible for customers
- Convert prospects into leads and build a steady sales pipeline



How Haptik helped

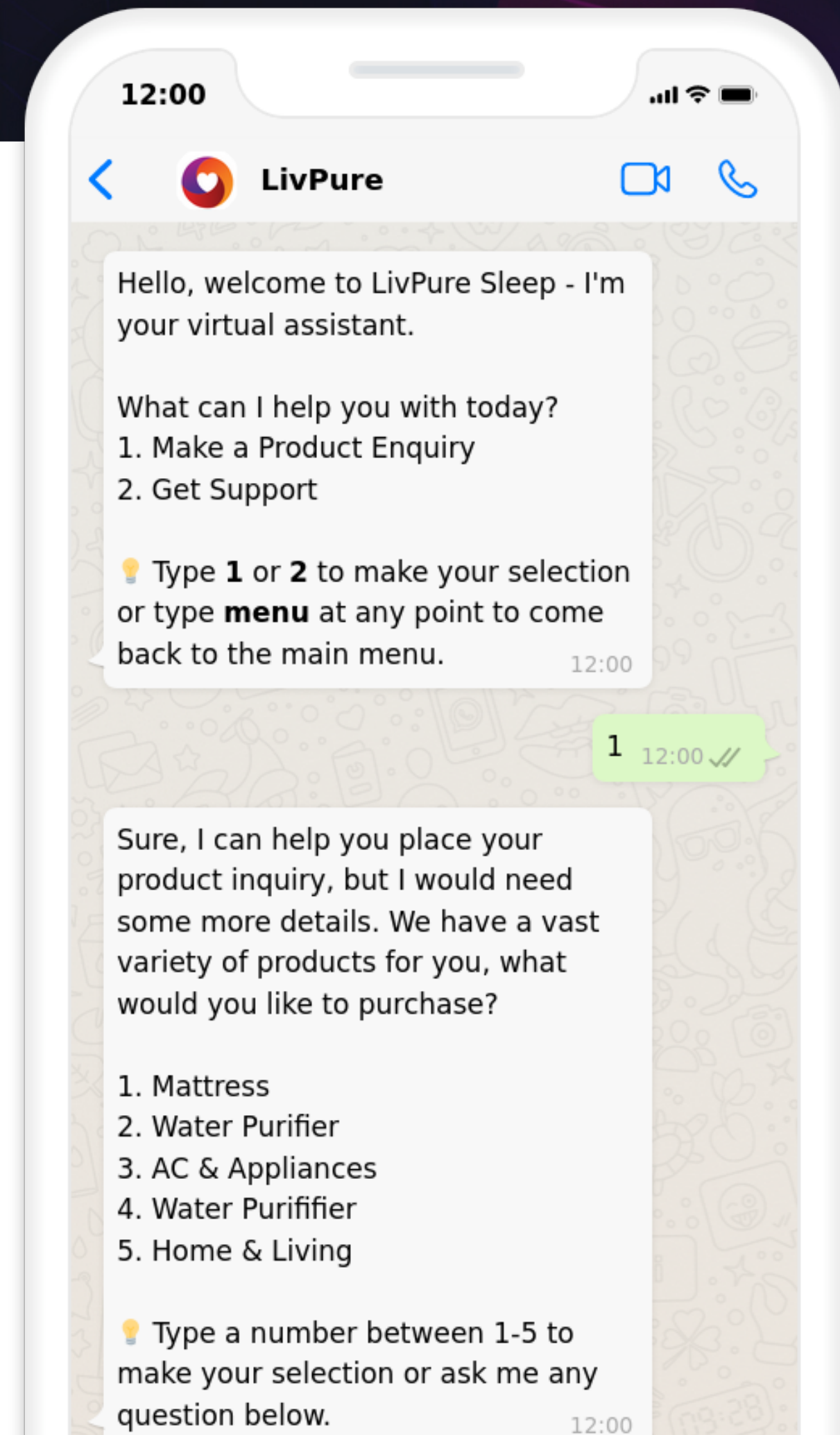
Championing their ethos of putting the customer first, LivPure partnered with Haptik to build a Virtual Assistant for their users.

Haptik recommended LivPure have a chatbot across all its messaging channels such as its Website, WhatsApp, and Facebook.



The Virtual Assistant helps with:

- Streamlining communication and improving FRT across Website, WhatsApp, and Facebook
- Proactively engages with customers and converts conversations into hot leads
- Lightens the burden on live agents by automatically resolving L1, L2 queries
- Improves user engagement and builds lasting customer relationships by delivering lightening-fast post-purchase product-related issues
- Seamlessly transfers complex issues to live agents with complete context for faster resolution



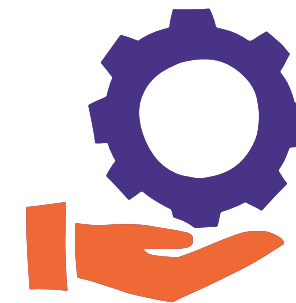
Seeing immediate results

LivPure is committed to delivering strong, personal experiences for its customers, and resolving their issues faster. With Haptik, team LivPure was able to deliver engaging customer experiences across messaging channels that their users already use.



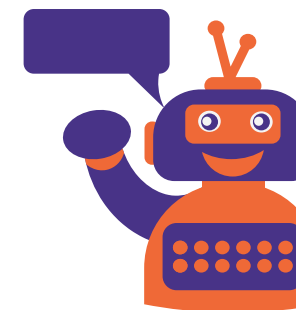
100K+

Total conversations handled



90%

Reduction in avg Resolution Time



80%

Bot automation rate





Get A Demo

Drive Business Growth using
Conversational AI

- **Email Address**
enterprise@haptik.co
- **Website**
www.haptik.ai
- **Get A Demo**
<https://www.haptik.ai/request-demo>

