ORAI CASE STUDY
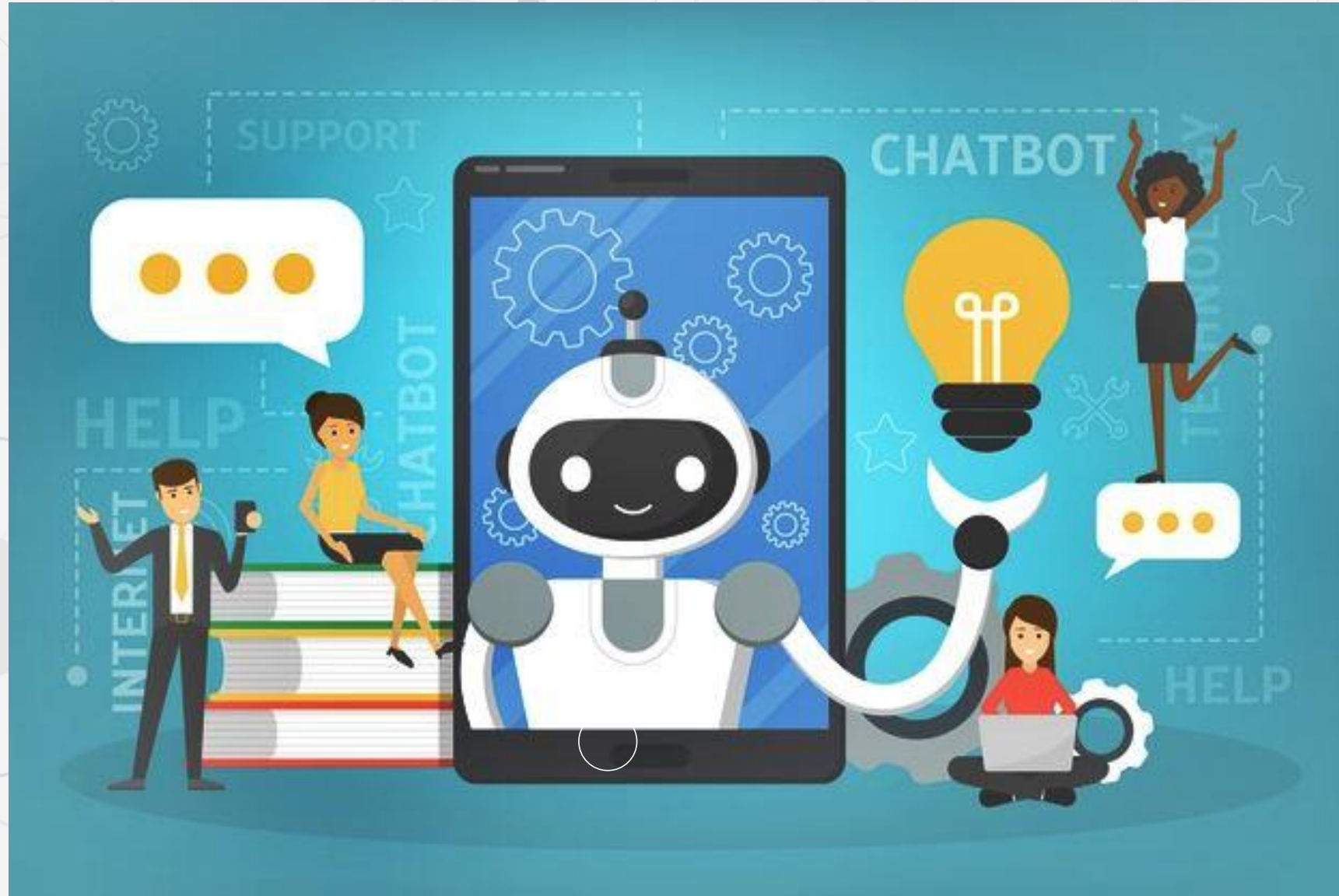# MADAN SILKS

Revolutionizing Customer Engagement and Support with with WhatsApp and Chatbots Chatbots

Madan Silk's innovative implementation of WhatsApp and chatbot technology technology has transformed their customer experience, driving significant significant improvements in engagement, support, and sales. This comprehensive case study explores the key metrics and insights behind their behind their digital transformation.

D **by ORAI Robotics**

Surging Customer Engagement
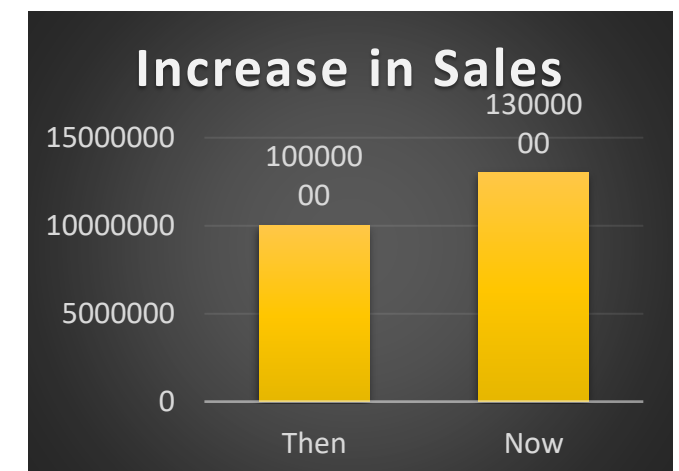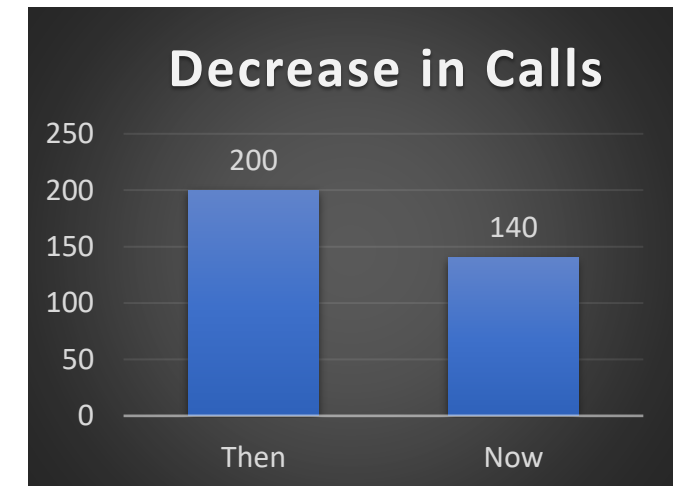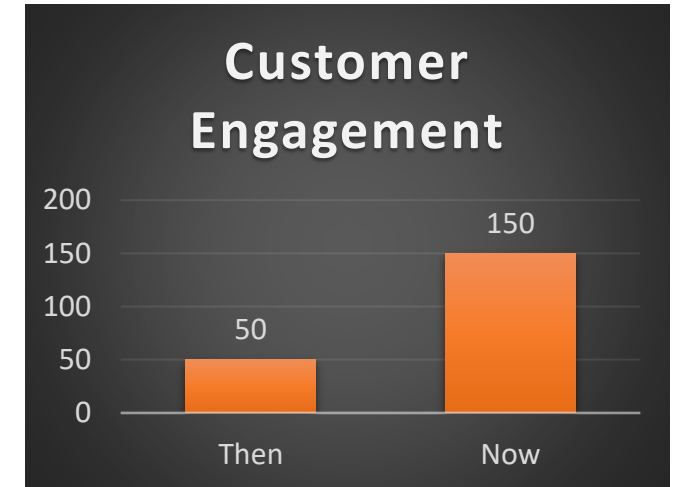
1 Amplified Queries

Madan Silk saw a 100-query increase, increase, from 50 to 150 queries, after after implementing WhatsApp and chatbots - a remarkable 300% boost in boost in customer engagement.

2 Streamlined Support

The number of support calls decreased by 60, from 200 to 140, representing a 30% reduction in customer service workload.

3 Automated Assistance

An impressive 260 calls, or 85.7% of total queries, were successfully deflected to the the WhatsApp chatbot, reducing the burden on human agents.

Customer Engagement

	Then	Now
	50	150

Decrease in Calls

	Then	Now
	200	140

Increase in Sales

	Then	Now
	10000000	13000000

Driving Sales Growth

Pre-Implementation

Before the digital transformation, Madan Silk's total sales amounted to **$10,000,000.**
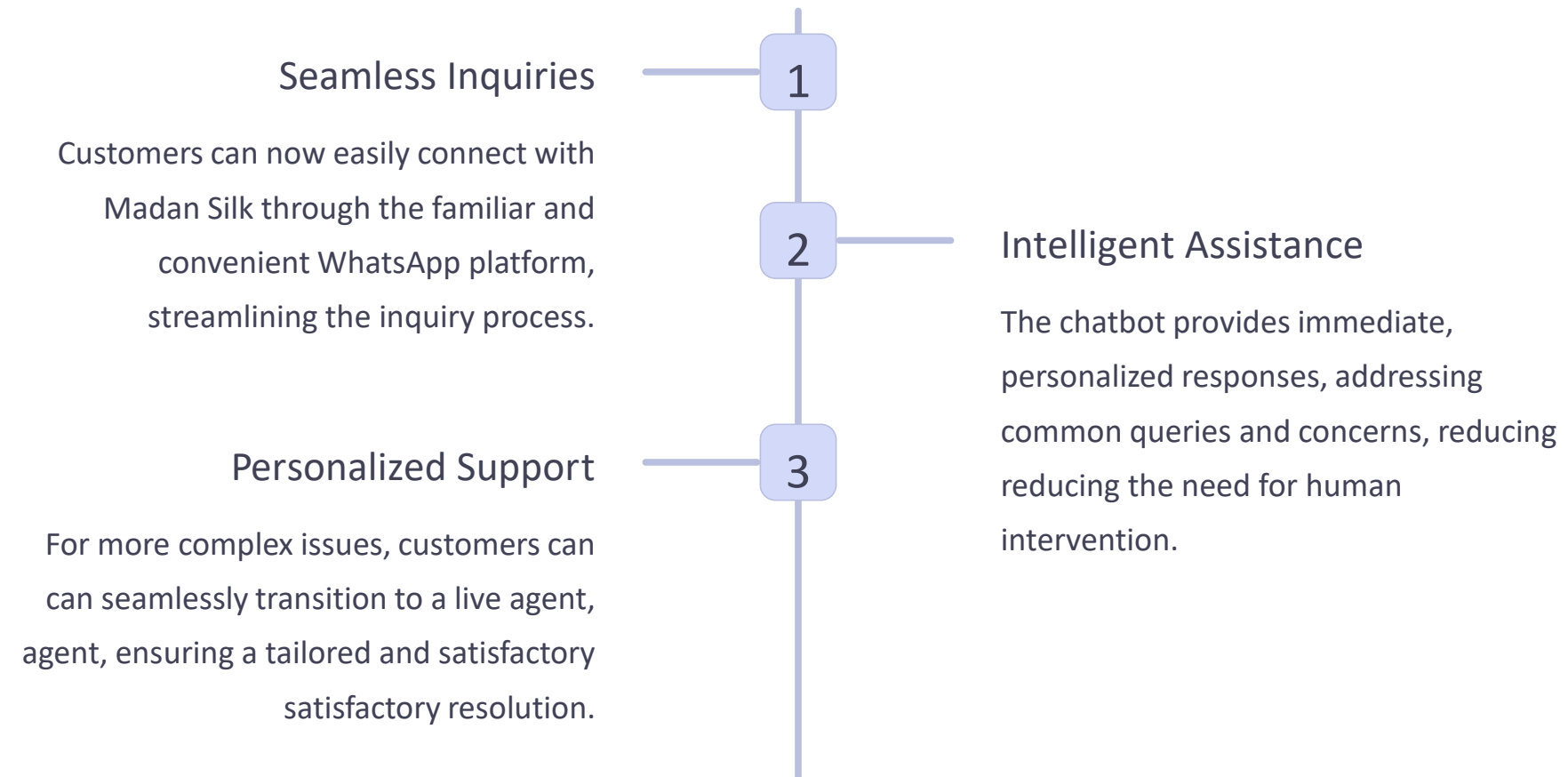
Post-Implementation

After adopting WhatsApp and chatbots, Madan Silk's total **sales increased to $13,000,000 - a remarkable 30% growth**.

Increased Efficiency

The improved customer engagement and support enabled by the new technologies contributed significantly to this sales boost. boost.

Enhancing the Customer Journey

Seamless Inquiries　　　— 1

Customers can now easily connect with Madan Silk through the familiar and convenient WhatsApp platform, streamlining the inquiry process.

2 —　**Intelligent Assistance**

The chatbot provides immediate, personalized responses, addressing common queries and concerns, reducing reducing the need for human intervention.

Personalized Support　　　— 3

For more complex issues, customers can can seamlessly transition to a live agent, agent, ensuring a tailored and satisfactory satisfactory resolution.

Optimizing Operational Efficiency

Reduced Workload

The **30% decrease in support calls calls** has allowed Madan Silk's customer service team to focus focus on more complex inquiries inquiries and provide a higher level of personalized attention. attention.

Improved Response Times

With the chatbot handling a significant portion of queries, customer service representatives can now respond to inquiries more quickly, enhancing overall satisfaction.

Cost Savings

The automation and efficiency efficiency gains from the WhatsApp and chatbot implementation have resulted in in tangible cost savings for Madan Madan Silk.

Insights for the Future

Customer Feedback

Continuously gathering and analyzing analyzing customer feedback will help help Madan Silk further refine their digital digital support channels and address evolving needs.

Data-Driven Decisions

Leveraging the wealth of customer data data generated by the WhatsApp and and chatbot platforms will enable Madan Madan Silk to make more informed, strategic decisions.

Scalable Solutions

As Madan Silk's business grows, the flexibility and scalability of their digital customer customer engagement tools will be crucial to maintaining high levels of service.

Embracing the Digital Future

Personalized Interactions

1

The WhatsApp and chatbot technologies have enabled Madan Silk to provide a more provide a more personalized and engaging customer experience.

Streamlined Support

2

The reduction in support calls and the efficient deflection of queries to the chatbot the chatbot have optimized Madan Silk's customer service operations.

Increased Sales

3

The improved customer engagement and support have directly **contributed to a 30% contributed to a 30% increase in Madan Silk's total sales.**

A Transformative Journey

Madan Silk's successful implementation of WhatsApp and chatbot technology has demonstrated the profound the profound impact that digital transformation can have on customer engagement, support, and sales. This case sales. This case study serves as a inspiring example for businesses seeking to enhance their customer experience customer experience and drive sustainable growth.