SUPERBOT™

Revolutionising Calling

>> **HOW SUPERBOT HELPED AN INDIAN UNIVERSITY WITH ITS ADMISSION PROCESS DURING THE PANDEMIC?**

POWERED BY

pinnacle
works

TECHNOLOGY IF ADAPTED SMARTLY LEADS TO SMARTER BUSINESSES

OUR ROLES

Technology Consultants

Strategic Marketing Advisors

IT Solution Providers

SUMMARY

The client was one of the biggest universities of Western India. The university in-houses 30000+ on-campus students hailing from 50+Nationalities.

The university is known for its placements and a vibrant campus life. Believing in the passion and dreams of a child, they offer 1000+ programs, to let each and every student pursue the course of their choice while enjoying their learning journey.

With the same vision the university wanted to spread its areas to all the aspiring students in India and Abroad and therefore hired 150+ Industry Experts to counsel and guide the students with their enrolment queries. But the outbreak of COVID became an unmovable hurdle, blocking the university's admission goals.

>> CHALLENGES

The University was aiming to enrol 11000+ students in the admission year of 2020. But unfortunately, with the outbreak of COVID and a nationwide lockdown, the walk-in admissions squeezed to zero and doing counselling of 5 lacs+ students online became a challenge. Apart from this there were other challenges too, which included -

>> 50% of their counselling time was getting invested in just verifying the captured leads. Which led to further delay in counselling.

>> There were 50000+ missed pending tasks, which were due for follow-up and included 12000+ Hot and Warm Leads.

>> The first interaction or say the lead turnaround time from the counsellors end increased to 15 days, leading to loss of potential queries.

>> The incoming queries via calls were getting missed due to the unavailability of the human counsellors 24x7. As well as because of the limitation of addressing only limited number of queries at a time.

All of these together were leading to the loss of potential revenue and admissions.

>> SOLUTION

We Proposed
We Built
We Conquered!

Being their technology partners as well as their Marketing Advisors, we were the first to notice the delaying counselling leading to loss of admissions.

There were already **14000+ leads** who had already taken admission in some other college. This was because of delay in counselling. **50000+ leads** were already due for followups and the frequency of new incoming leads were more than 3000+ per day. It was high time and SuperBot seemed to be the only solution to all the challenges. And believing in the vision of **"Humans should do the Smart Work while Machines do the Hard Work",** we introduced SuperBot. The flexibility with which SuperBot was developed it was able to:-

>> Do the Job of 100+ Agents single handedly.

>> Pay 50000+ calls in a day

>> Attend 24x7 admission related queries via incoming calls.

>> Do Real-Time Outbound Verification calls

MILESTONES

● The lead verification time of counsellors reduced to Zero, making them dedicate all their time for productive counselling only.

● The pile up of the missed pending tasks were taken care of by paying reminder calls to all the pending applicants. Also, auto-classification of the leads were done as Hot, Warm and Cold, based on the scoring done for the leads against the responses received.

● The first interaction time was reduced to 1 minute with the help of real-time verification.

● A 24X7 Agent was created to attend all the incoming calls and cater to the admission related queries, while capturing lead details.

REVOLUTIONISING CALLING

KEY RESULTS

Total 5,00,000+ calls were placed out of which a total of 12475 hot and warm leads were identified.

The counselling was streamlined with priority calling for an improved conversion ratio in less time and effort.

The 24x7 Assistance was established and even with the students not able to go to their nearest admission office, were able to get assistance.

The conversion percentage for the counsellors increased from .7% to 1.5%.

The admission target of 11000+ Admission was crossed and the total number of admissions done were 11815.

The first interaction and follow up turn around time was reduced to 1 minutes with auto-lead verification.

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DIGITISATION

AUTOMATION

INTELLIGENCE