



Gen AI Powered Customer Experience Platform

Founded in:
2021

Customers Globally:
350+

Team of Experts:
100+

Monthly Messages:
10 Mn+

 **Meta**
Business Partner

 **Microsoft**
Partner



Inc42
Top 30 startups

We are in:



Mumbai



Pune



Bangalore



Dubai



Toronto

Meet Our Founders



**SUNNYRAJ
AGGARWAL**

C E O &
f o u n d e r

Sunnyraj Agarwal, a visionary entrepreneur, founded Chat360 to revolutionize customer-business communication. With a passion for innovation and GenAI, he built a cutting-edge platform that empowers businesses to connect seamlessly with customers.



**SHIVAM
VERMA**

C T O &
C o - f o u n d e r

Shivam Verma, Co-Founder and CTO of Chat360, is an IIT Jodhpur graduate driving AI-powered SaaS innovation, global client success, and team development through cutting-edge technology and exceptional leadership.

350+ Clients trust us

Automotive



Retail



Finance



Education



Healthcare

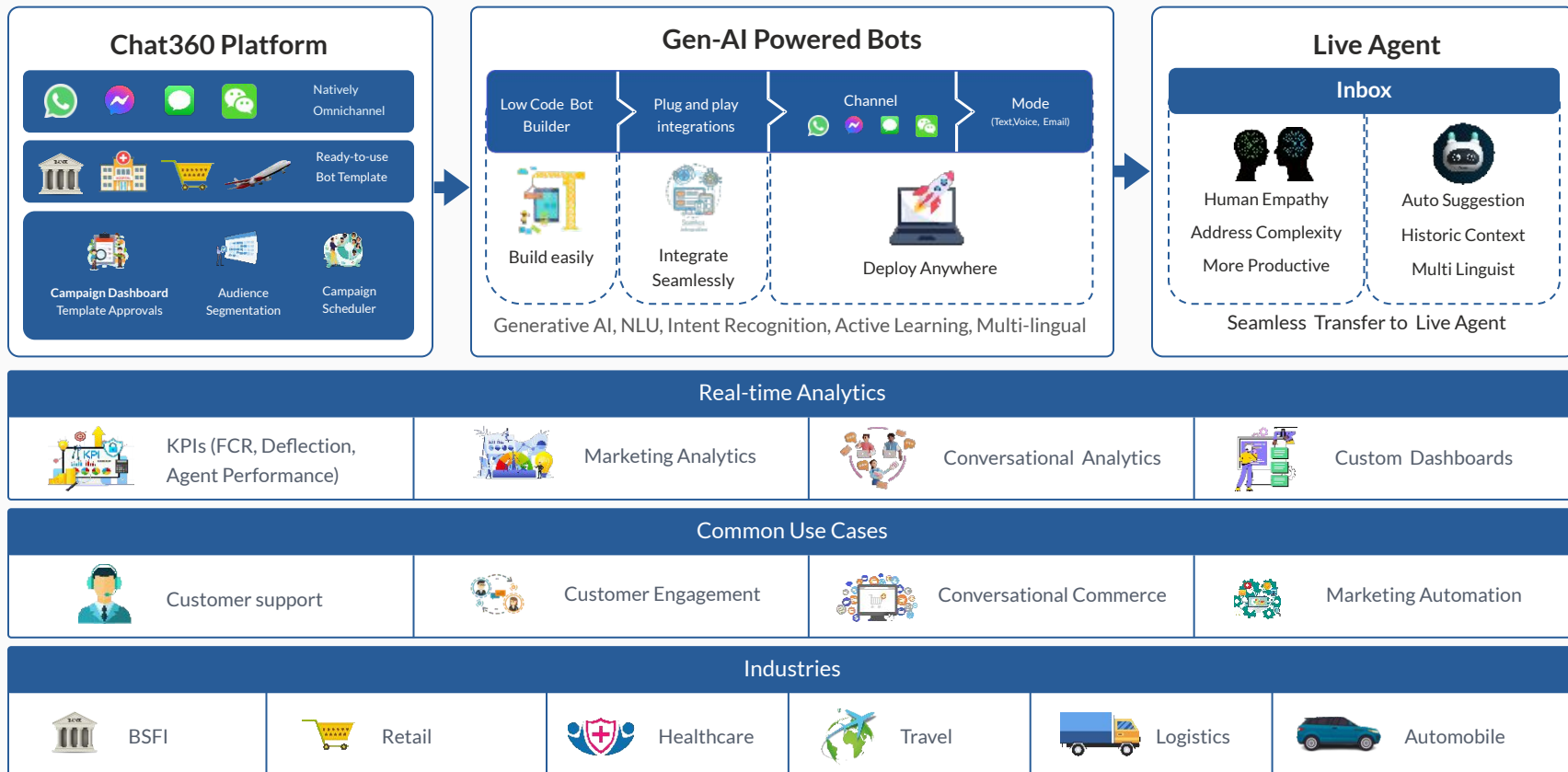


Real Estate





















Chat360: Revolutionizing Business Communication

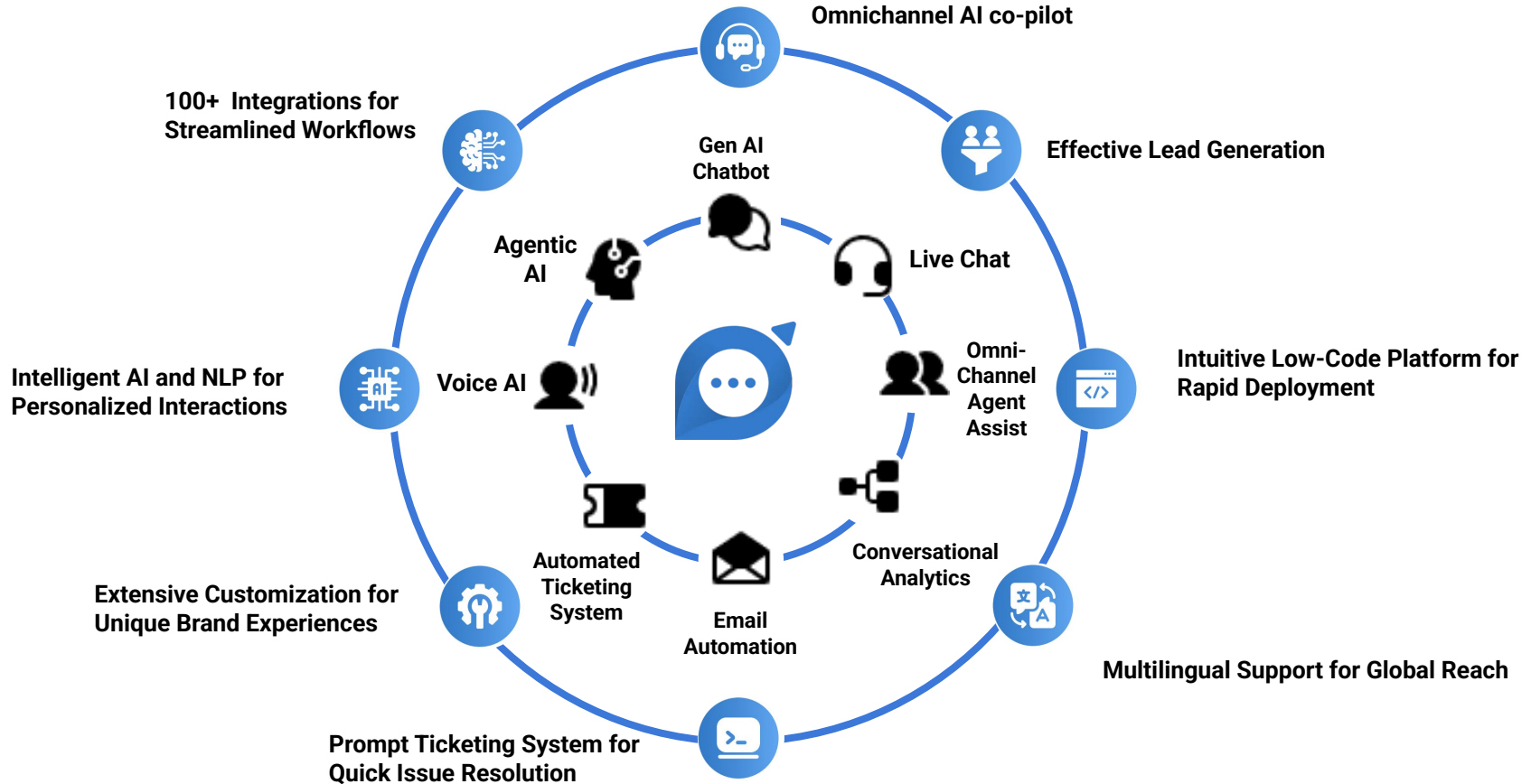
Chat360 Platform Overview



Key Customer Experience Use Cases

Use case	Details	Business Value Delivered	Key Integrations
 Customer Engagement	<ul style="list-style-type: none">• Merchant Acquiring and Managing• Campaign Management• Multilingual capabilities	<div><div>25%</div><div>Increase in lead Conversion ratio</div></div> <div><div>30%</div><div>Reduction in cost per lead</div></div>	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
 Conversation Commerce	<ul style="list-style-type: none">• Product information & Recommendations• Payment Management• Up-Sell/Cross Sell• Increase sales	<div><div>10%</div><div>Of Net new Revenue</div></div> <div><div>30%</div><div>Of repeat users</div></div>	
 Customer Support	<ul style="list-style-type: none">• AI + Human Agent• Disputes and refunds• NLU Engine• Feedback and Ratings	<div><div>60%</div><div>Increase in call Deflection</div></div> <div><div>30%</div><div>Improvement in Agent Productivity</div></div>	

Chat360's Intelligent AI Suite: Enhance, Automate, Scale



Chat360 Offerings

Omnichannel Conversational AI

Efficient Omnichannel Ticketing System

Social Monitoring

AI-Based Live Chat

Smart Segmentation

Omnichannel Campaigns

Voice AI

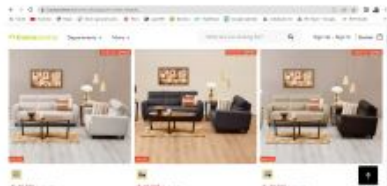
Seamless Conversations Across Every Channel

Megha is planning to renovate her home this festive season. She is looking out for the perfect décor that matches her taste and style



Search 

Megha searches for the best décor options available in the city she lives



Website Chat 

Megha engages with the Decor Website chatbot for further queries



Instagram 

Megha looks for the Insta Handle of The décor store, for reviews and comments



Whatsapp 

Megha gets all her queries answered and also finalises her décor for her living room and bedroom



Live agent support

Megha is connected to a live agent for booking The Expert home visit for the Décor Store and confirmation



SMS 

Megha receives SMS confirming the Expert Home visit on her preferred time

Search

Enquiry

Reviews

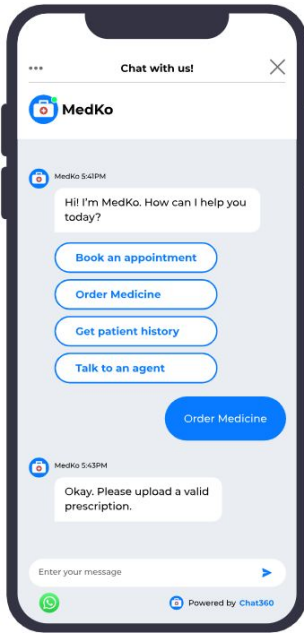
Chat

Live agent
support

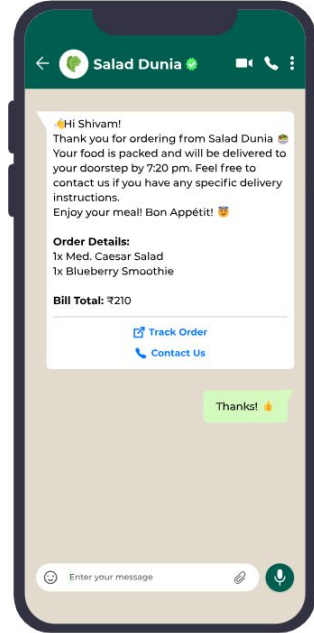
Confirmation

Omnichannel Conversational AI

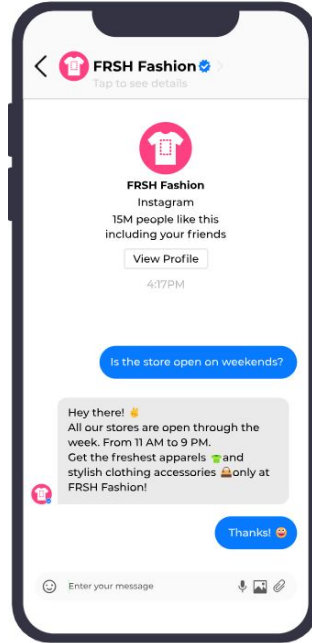
Enable personalized interactions across WhatsApp, Messenger, Instagram, and more with AI-powered chatbots. Streamline communication, enhance brand loyalty, and boost conversions with a unified platform.



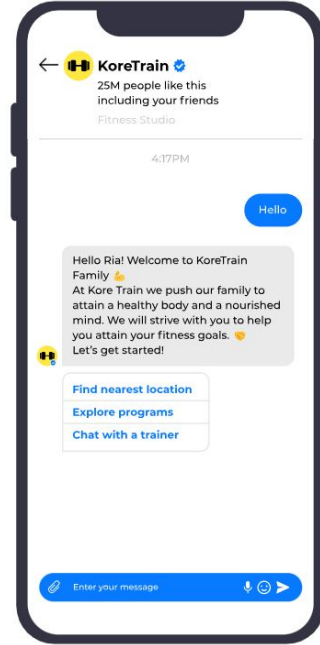
Website Bot



WhatsApp Bot



Instagram Bot



Facebook Bot

Efficient Omnichannel Ticketing System for Seamless Support

Our Omnichannel Ticketing System brings all customer queries from WhatsApp, email, and social media into a single, easy-to-manage dashboard.

Omnichannel Ticketing System

- ◆ **Unified Dashboard** – Manage queries from WhatsApp, email & social media.
- ◆ **Faster Resolutions** – Quicker responses, better support.
- ◆ **Smart Prioritization** – Focus on what matters most.
- ◆ **Boost Efficiency** – Streamlined & organized customer service.



USPs of Chat360 Ticketing Tool

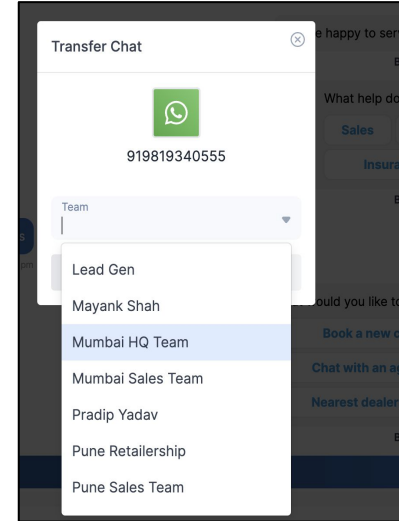
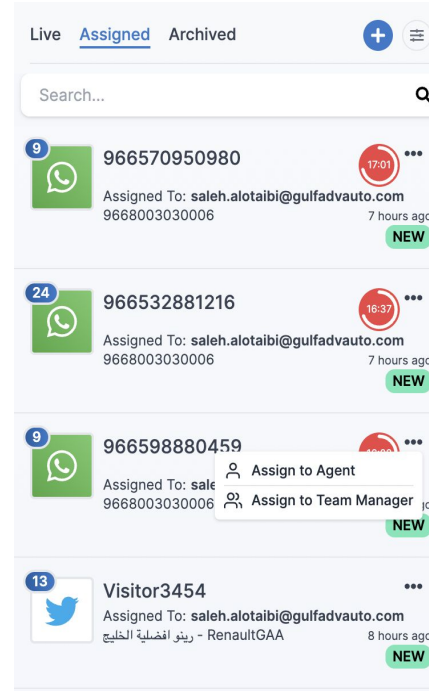
✓ **All-in-One Dashboard** – Manage all customer interactions seamlessly.

⚡ **Automated & Organized** – Smart ticketing with custom priorities.

↔ **Effortless Collaboration** – Auto-assign tasks to the right team.

📢 **Real-Time Updates** – Keep customers informed instantly.

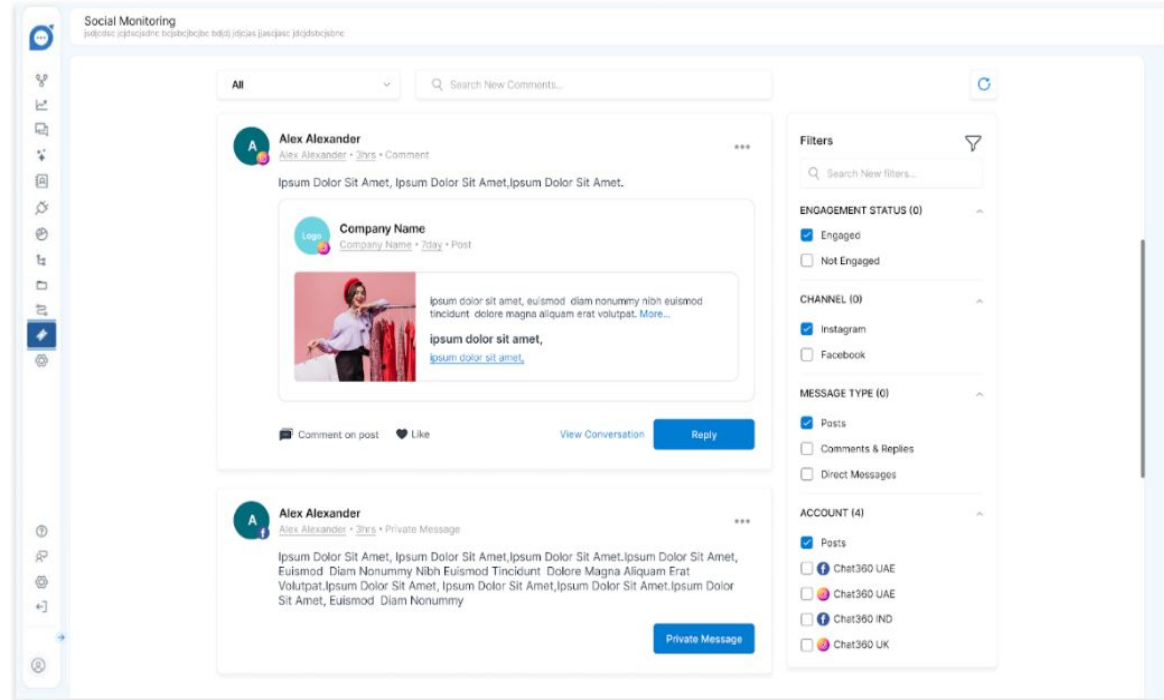
📊 **Powerful Insights** – Track performance & boost efficiency.





⚡ Streamlined Communication

- Stay on top of brand conversations effortlessly.




Social Monitoring for Enhanced Brand Engagement

All Search Message

testerhebbbar55
testerhebbbar55 • a day ago • Comment

Hi

testerhebbbar55
testerhebbbar55 • a day ago • Post




Comment on Post View Conversation Reply

Test wa
Test wa • 3 days ago • Comment

hello

Test wa
Test wa • 6 days ago • Post



Comment on Post View Conversation Reply

Filters

Search New filters...

ENGAGEMENT STATUS (0)

☒ Engaged

☐ Not Engaged

CHANNEL (0)

☒ Instagram

☐ Facebook

MESSAGE TYPE (0)

☒ Posts

☐ Comments & Replies

☐ Direct Messages

ACCOUNT (0)

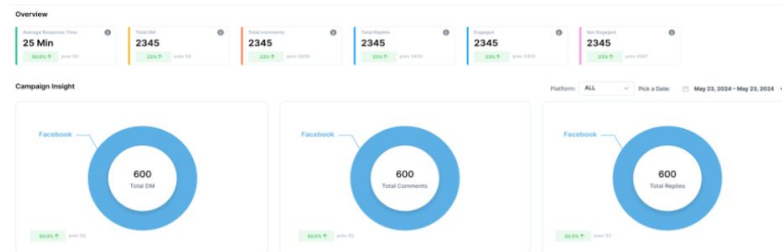
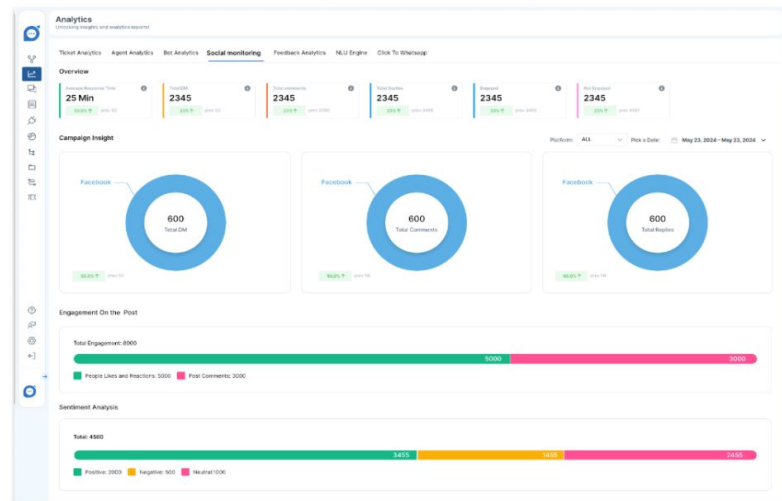
☒ Posts

☐ Chat360 UAE


☐ Chat360 UAE


☐ Chat360 IND


☐ Chat360 UK



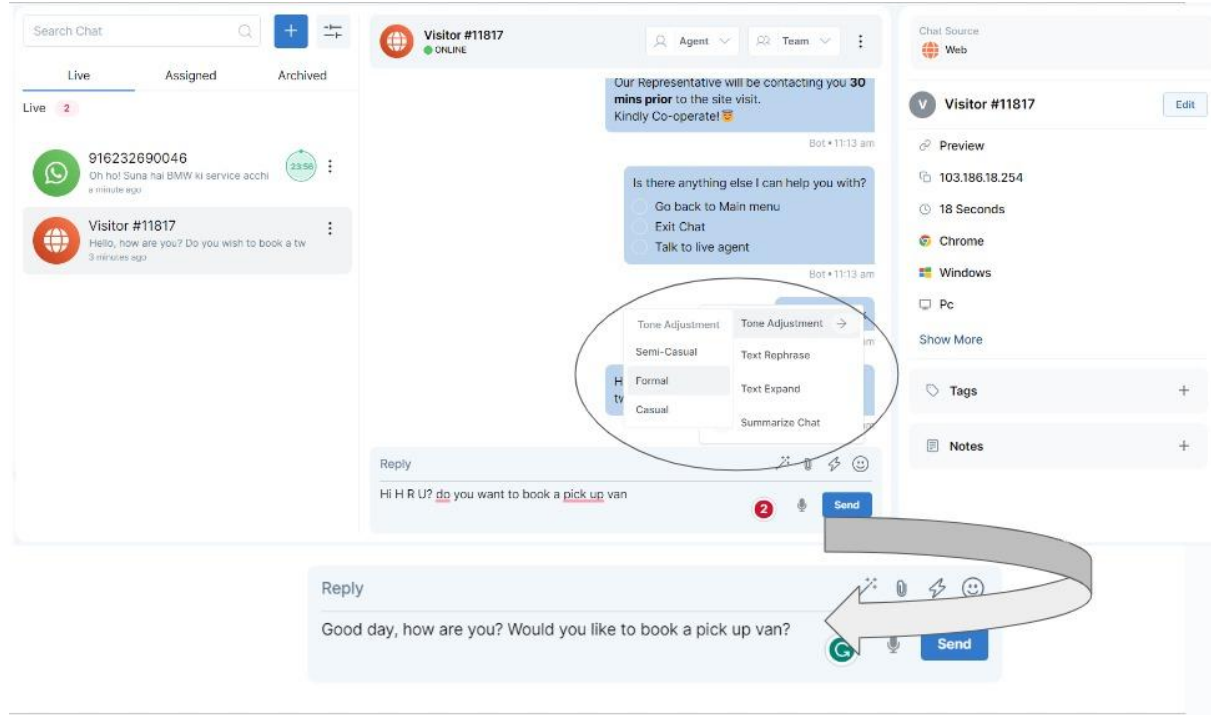
AI-Based Live Chat for Real-Time Customer Support

 **Real-Time Assistance** – Connect customers directly with your team.

 **Quick Resolutions** – Help with queries, product choices, and purchases instantly.

 **Multilingual Support** – Serve a global audience with ease.

Faster responses. Happier customers.



Live Chat for Real-Time Customer Support

While a bot flow is active, the admin retains the ability to join the conversation at any moment. Additionally, when the chat is transferred to an agent or a team member (TM), it becomes possible to activate a two-way communication channel between the end user and the agent.

Quick Replies


Share File

Share Emojis

AI Tonality


Smart Segmentation for Targeted Marketing

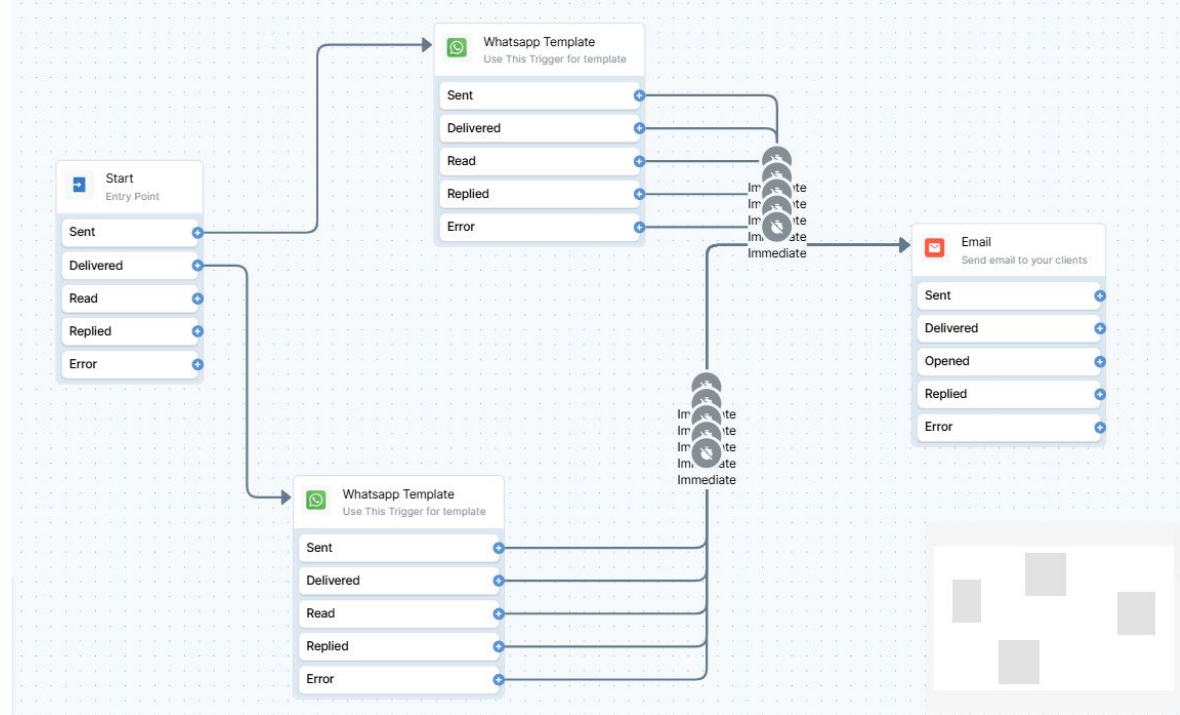
 **Precise Targeting** – Segment by behavior, preferences, and interactions.

 **Personalized Campaigns** – Deliver tailored marketing strategies.

 **Boost Engagement** – Create content that sparks action.

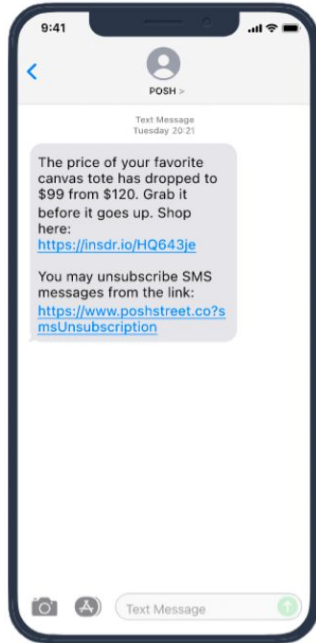
 **Maximized ROI** – Drive conversions and increase returns.

 **Real-Time Insights** – Adapt strategies on the fly.

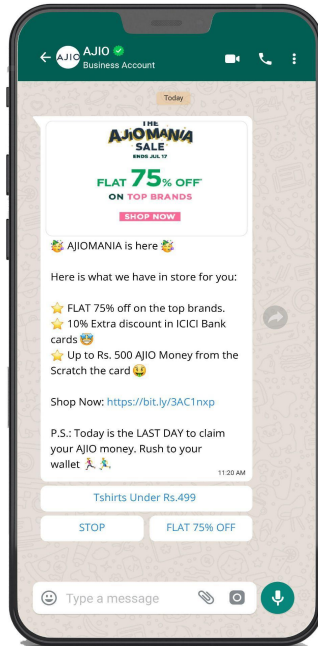


Why Use Conversational Marketing Chatbots?

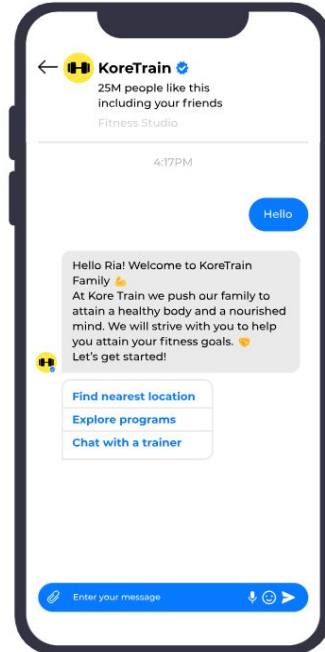
Conversational marketing chatbots powered with AI help you in real time engagement with your customers. These marketing chatbots serve as lead generation tools to scale your business at exponential growth.



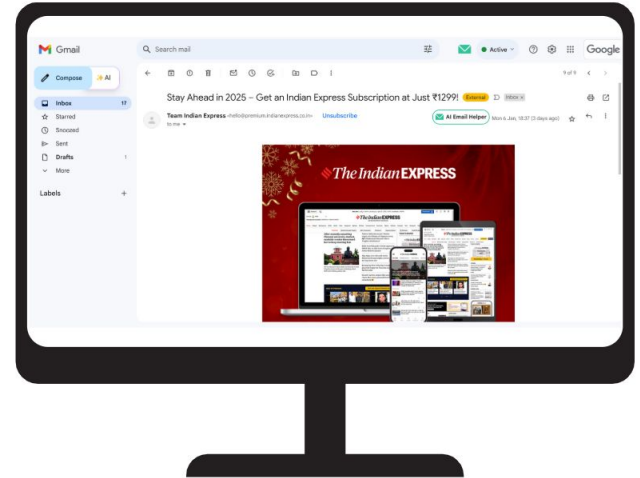
SMS Campaign



WhatsApp Campaign





Instagram Campaign





Email Campaign

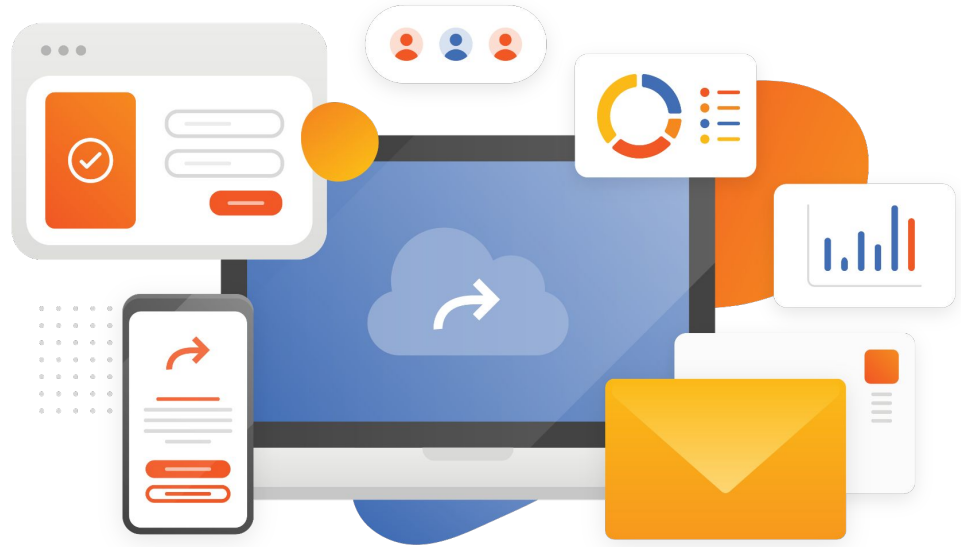
Omnichannel Campaigns for Greater Reach

 **Reach Everywhere** – Connect via WhatsApp, Email, SMS, Google RCS, Facebook, Instagram etc.


 **Targeted Messaging** – Deliver tailored content to the right audience.


 **Track & Optimize** – Monitor performance, gather insights, and refine for better results.


 **Boost Conversions** – Maximize engagement and drive higher conversions.




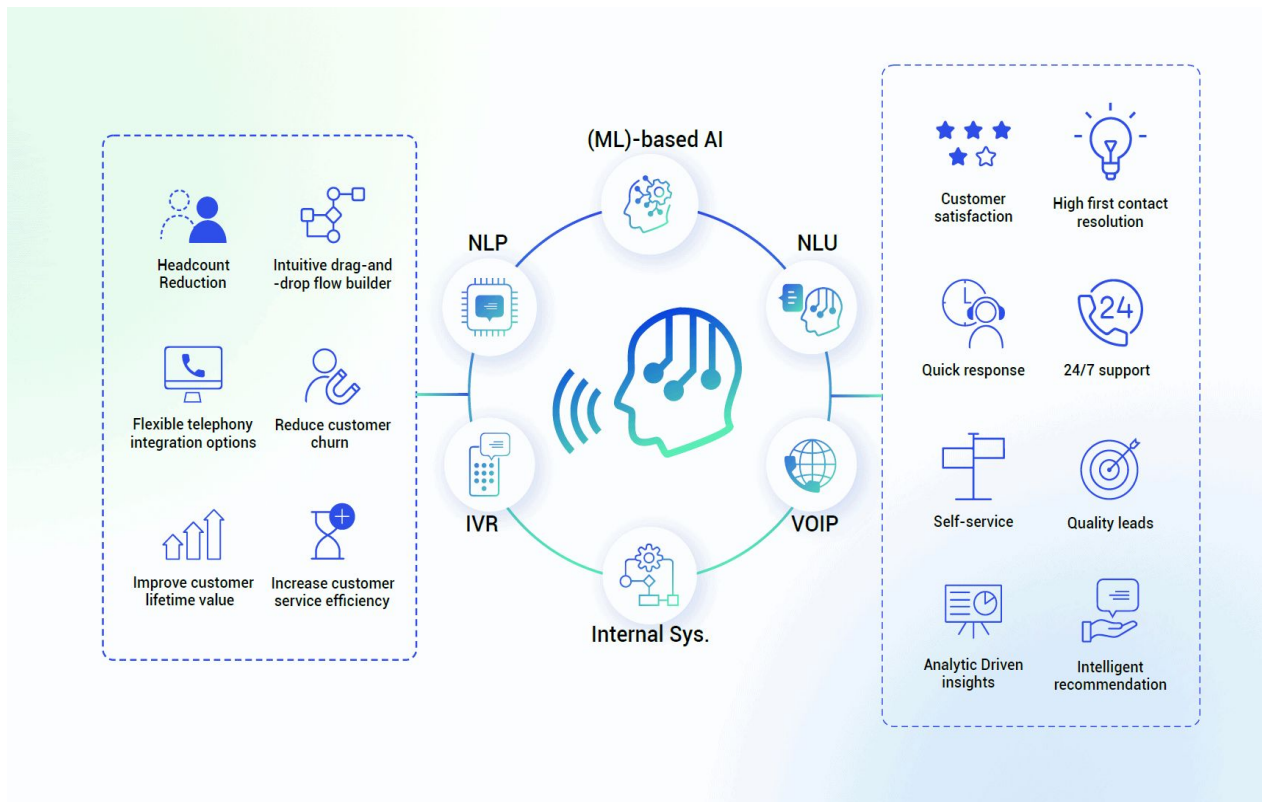
Transform Customer Engagement with Voice AI

 **Seamless Conversations** – Engage customers effortlessly.

 **Personalized Support** – Tailored responses for every query.

 **24/7 Availability** – Always-on assistance across platforms.

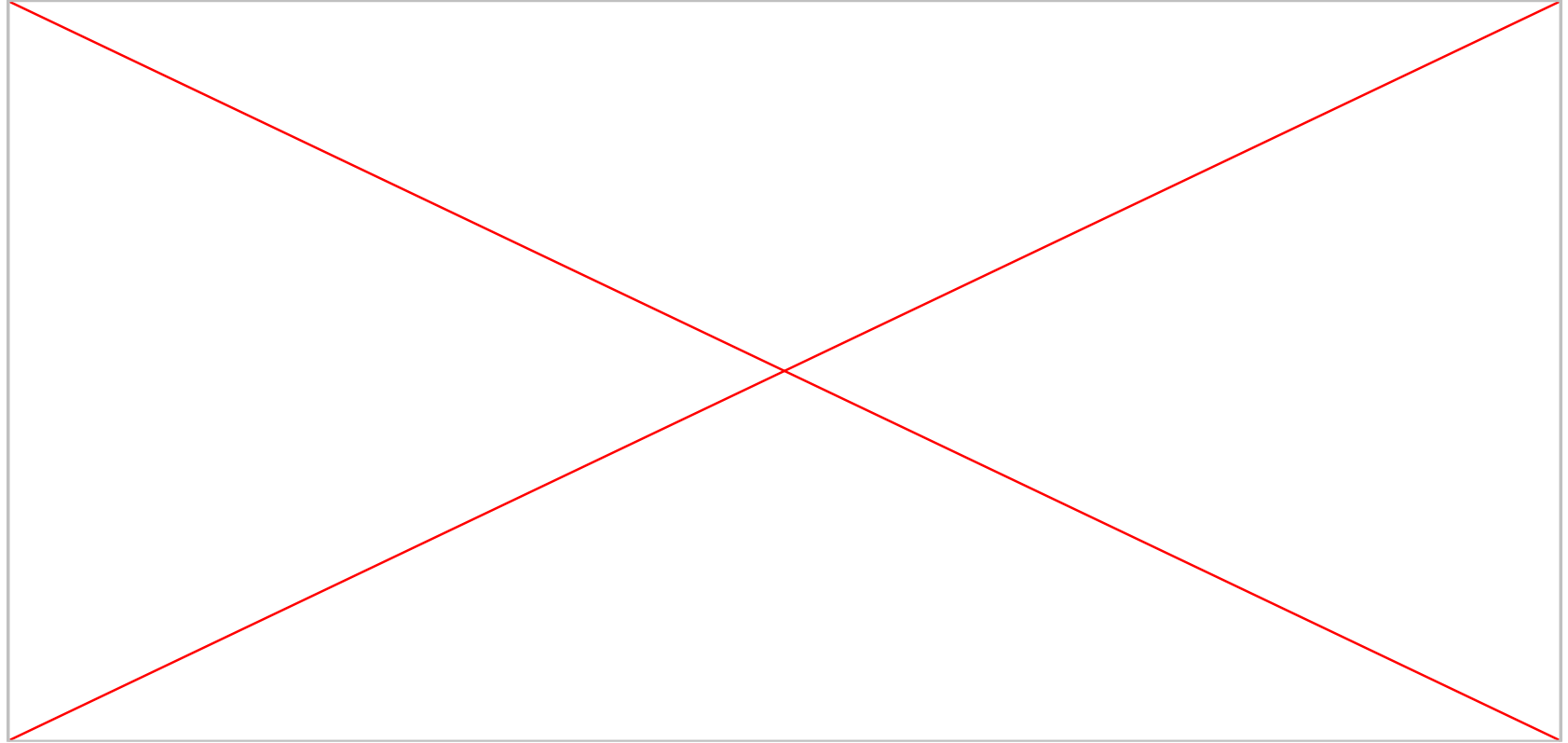
 **Boost Customer Satisfaction** – Real-time, intelligent interactions



Multilingual Voice AI Agent in Action



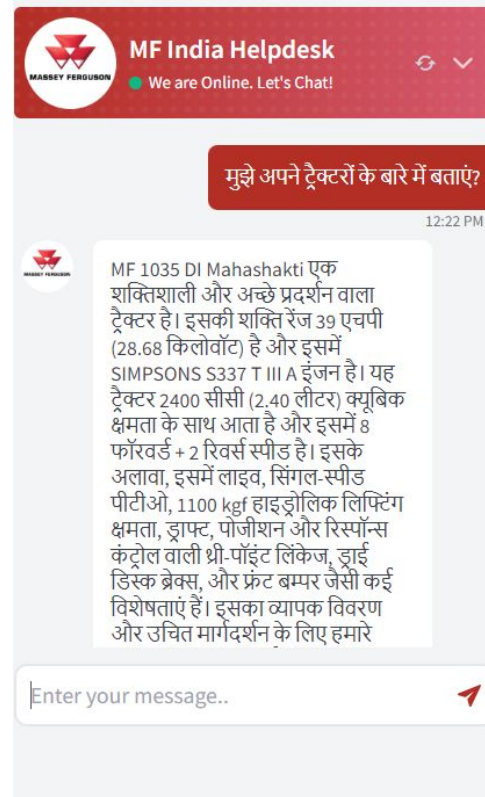
Image + Voice AI Search



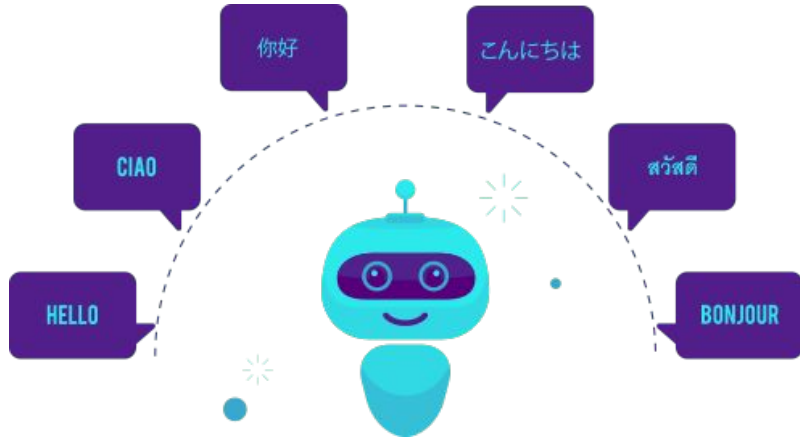
Gen AI Based Use Cases

Multilingual Response: Engage Users in Their Preferred Language

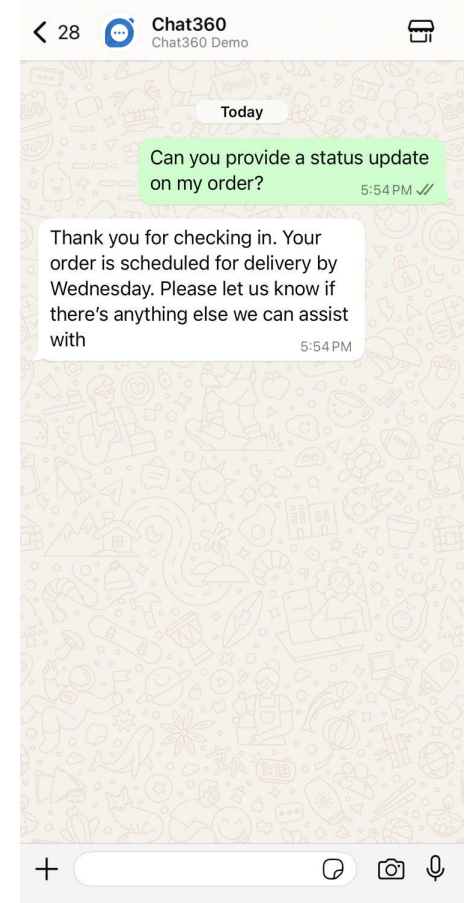
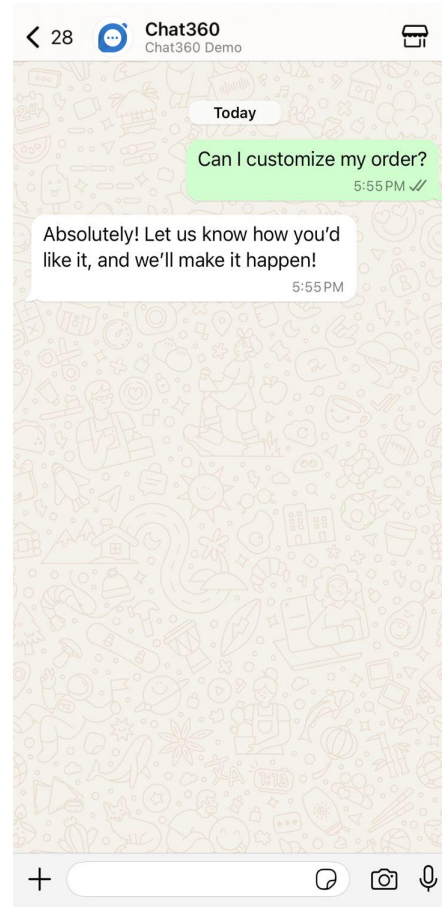
- Provide responses in multiple languages, allowing users to interact with the chatbot in their preferred language.
- Ensure inclusivity and global accessibility for users across different regions.
- Instantly switch languages based on user input, without requiring explicit instructions.
- Enhance user experience by adapting in real-time to the language the user begins to use.



Change Tone: Adjust to Match the Right Communication Style



With this feature, you can set the tone of the chatbot responses to be professional, casual, or friendly, depending on the situation and audience. This keeps the conversation engaging and suitable for various customer profiles and scenarios.

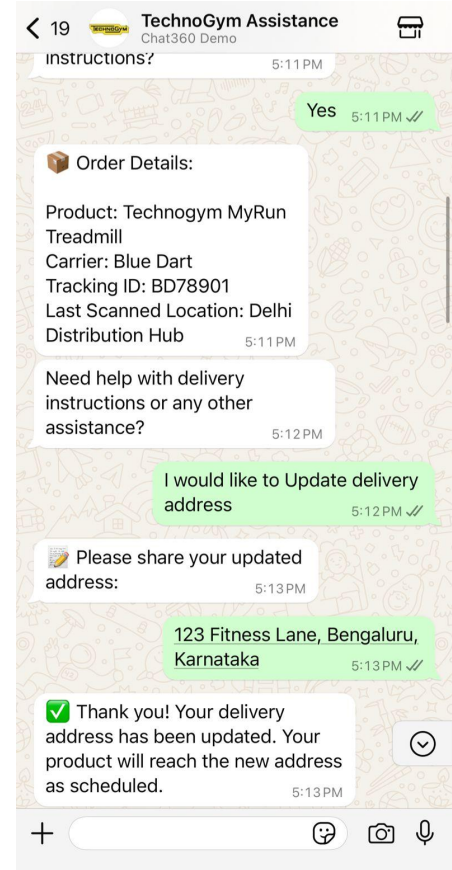
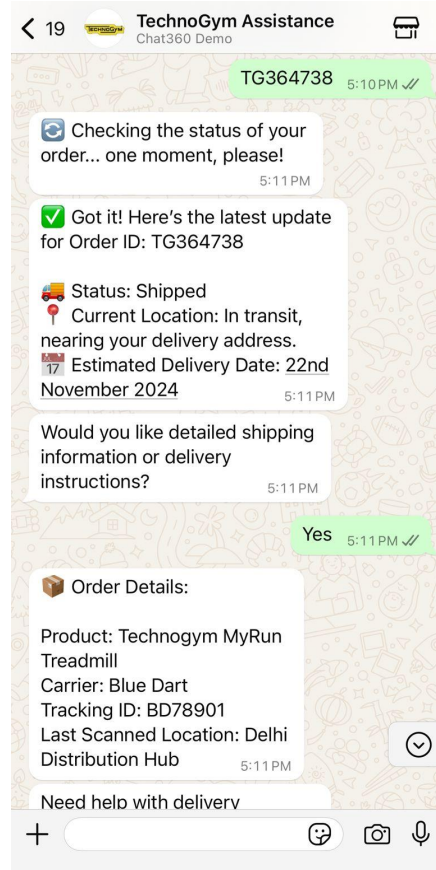
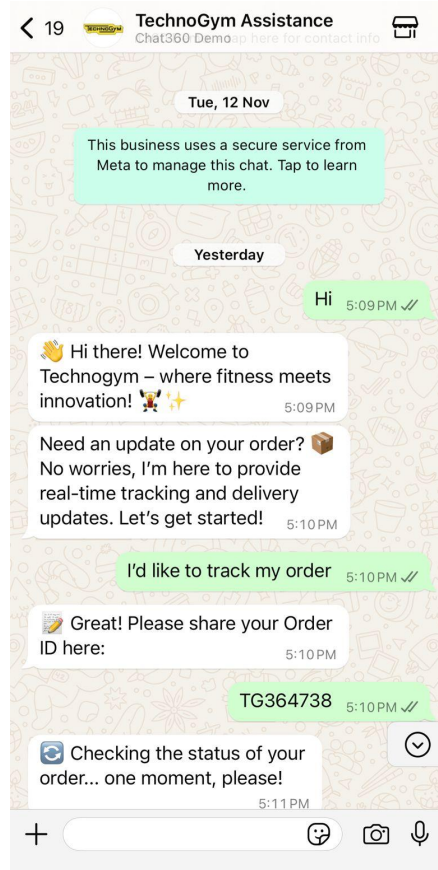


Integrate GenAI Agents with APIs: Power Your Bot with Real-Time External Data

Extend your chatbot's capabilities by connecting it to external APIs.

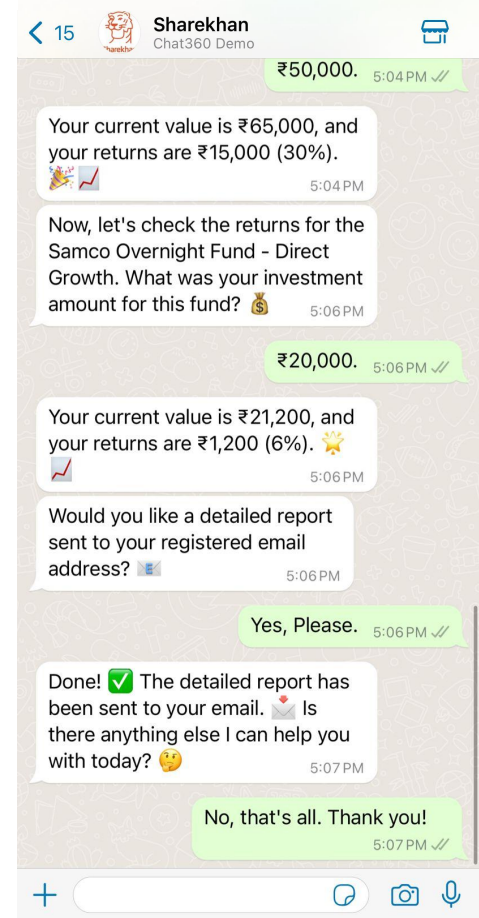
This integration allows your chatbot to:

- Retrieve real-time data
- Update user information
- Interact with third-party services seamlessly,



Conversation Orchestrator: Coordinate Workflows and Maintain Context

- The Conversation Orchestrator intelligently manages workflows.
- Guides users through relevant processes based on their queries.
- Is context-aware, leveraging prior interactions for continuity.
- Ensures smooth and efficient service.
- Guarantees a more personalized, coherent user experience.



Dashboard and Analytics

AI Co-Pilot

The screenshot displays a chat application interface with a sidebar on the left, a main chat area, and a right-hand panel.

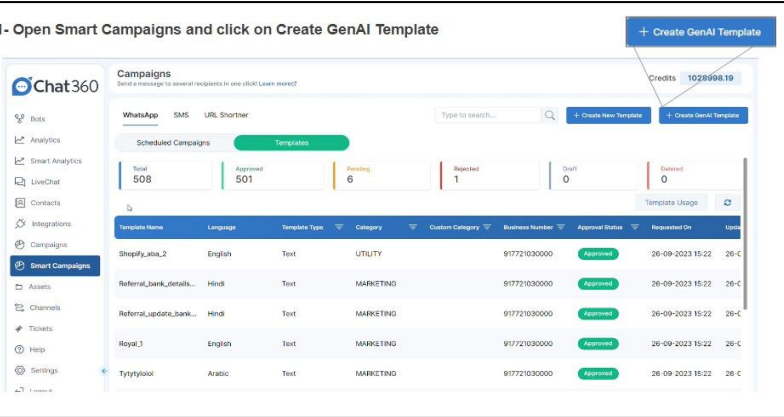
Sidebar: Includes a 'Search Chat' bar and tabs for 'Live', 'Assigned', and 'Archived'. Under the 'Live' tab, two chat entries are visible: one with a WhatsApp icon and another with a globe icon labeled 'Visitor #11817'.

Main Chat Area: The top header shows 'Visitor #11817' as 'ONLINE'. The chat history includes a bot message: 'Our Representative will be contacting you 30 mins prior to the site visit. Kindly Co-operate!'. Below this, a menu offers options: 'Go back to Main menu', 'Exit Chat', and 'Talk to live agent'. A context menu is open, listing actions such as 'Tone Adjustment', 'Semi-Casual', 'Formal', 'Casual', 'Text Rephrase', 'Text Expand', and 'Summarize Chat'. The current message from the visitor is: 'Hi H R U? do you want to book a pick up van'. The input field at the bottom shows the AI-generated response: 'Good day, how are you? Would you like to book a pick up van?'. A large curved arrow points from the AI response in the input field to the AI-generated response in the chat history.

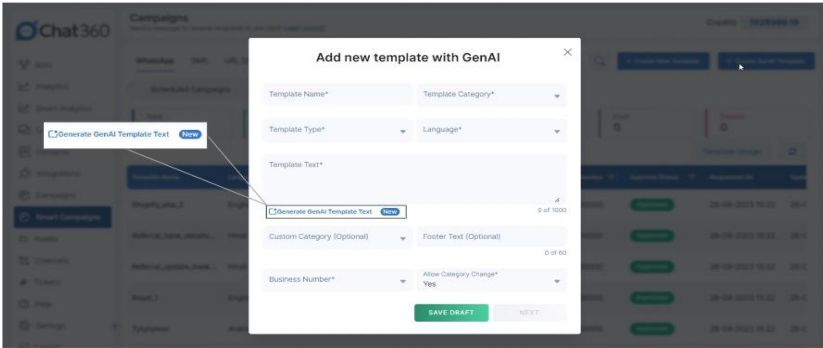
Right Panel: Labeled 'Chat Source' with a 'Web' icon. It displays details for 'Visitor #11817', including a 'Preview' section with IP address '103.186.18.254', '18 Seconds' duration, and browser information 'Chrome' and 'Windows'. It also shows 'Pc' as the device and options for 'Tags' and 'Notes'.

Smart Campaigns using GenAI templates

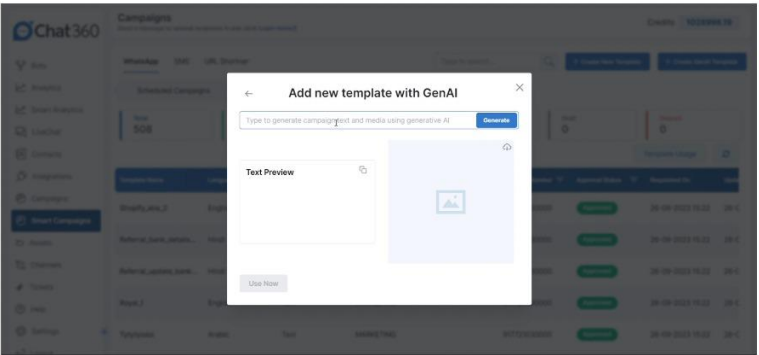
Step 1- Open Smart Campaigns and click on Create GenAI Template



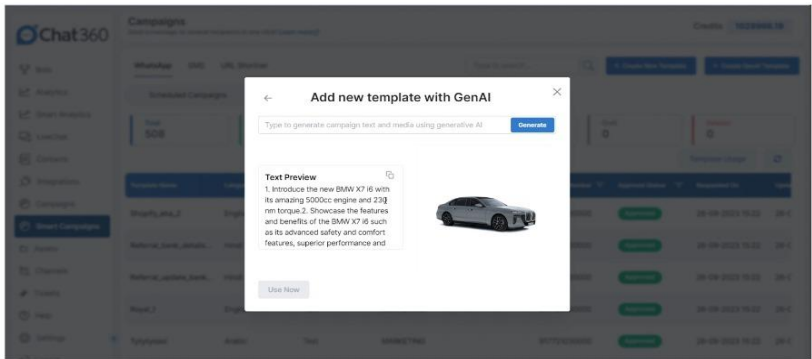
Step 2- Click on Generate GenAI Template Text



Step 3- Generate an entire campaign by using a single prompt



Step 4- Your Campaign is ready



AI Dashboard

AI Hub

AI HubIntent & EntityGen AI Free FlowAI Reply AutomationAI Suggestions

Search

Index Documents

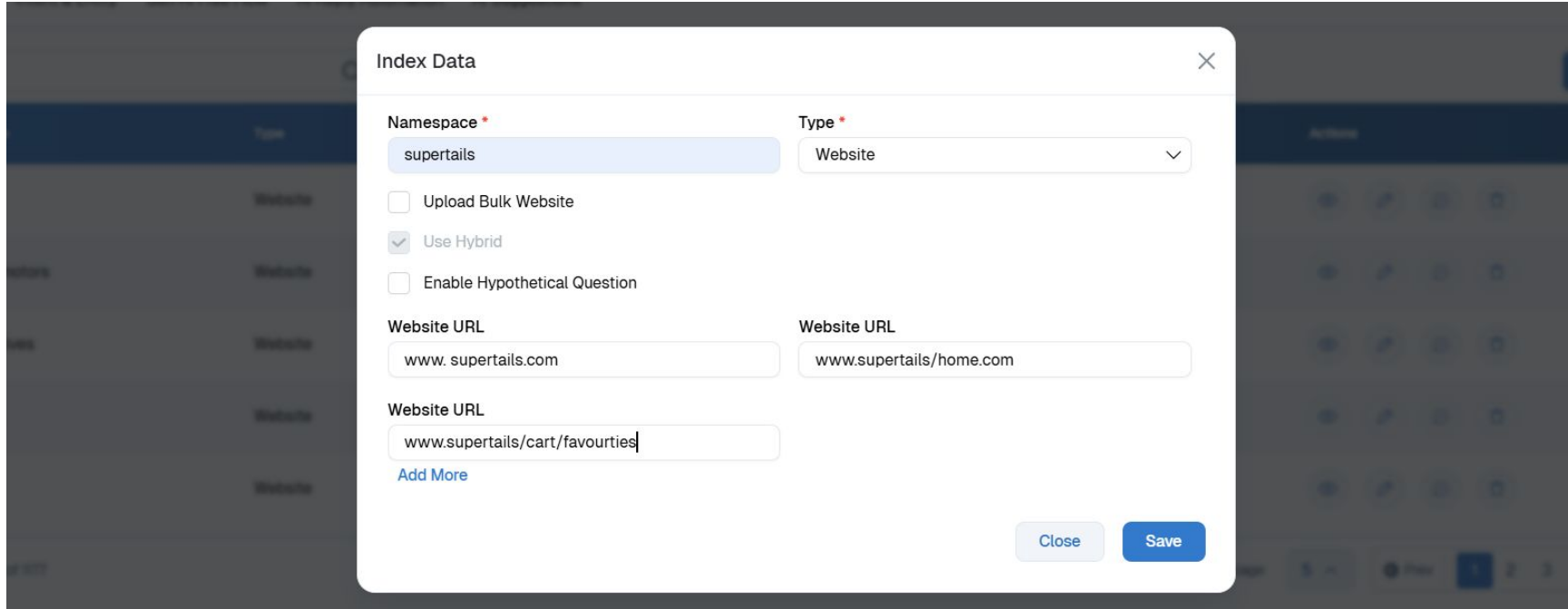
Namespace	Type	Created On	Last Updated	Actions
dsmax	Website	16-Apr-2025 10:04 AM	16-Apr-2025 10:04 AM	<div><div>dsmax</div><div><div><div><div></div><div></div><div></div><div></div></div><div><div>https://resale.dsmaxproperties.com/</div><div>https://www.dsmaxproperties.com/about-us</div><div>https://www.dsmaxproperties.com/ds-max-spoorthi</div><div>https://www.dsmaxproperties.com/ds-max-skyshubham</div><div>https://www.dsmaxproperties.com/ds-max-senate</div><div>https://www.dsmaxproperties.com/ds-max-skyblossom</div><div>https://www.dsmaxproperties.com/ds-max-skyanman</div><div>https://www.dsmaxproperties.com/ds-max-samyak</div><div>https://www.dsmaxproperties.com/ds-max-sukruth</div><div>https://www.dsmaxproperties.com/ds-max-sky-sanjeevini</div><div>https://www.dsmaxproperties.com/ds-max-sista-grand</div><div>https://www.dsmaxproperties.com/#</div><div>https://www.dsmaxproperties.com/ds-max-owastika</div><div>https://www.dsmaxproperties.com/href=%22https://www.youtube.com/e</div><div>https://www.dsmaxproperties.com/href=%22https://www.youtube.com/e</div><div>https://www.dsmaxproperties.com/href=%22https://www.youtube.com/e</div><div>https://www.dsmaxproperties.com/href=%22https://www.youtube.com/e</div><div>https://www.dsmaxproperties.com/href=%22https://www.youtube.com/e</div><div>Wobug/4%22</div><div>https://www.dsmaxproperties.com/href=%22https://www.youtube.com/e</div><div>https://www.dsmaxproperties.com/href=%22https://www.youtube.com/e</div><div>https://www.dsmaxproperties.com/href=%22https://www.youtube.com/e</div><div>https://www.dsmaxproperties.com/</div></div></div></div></div>
yamaha_motors	Website	14-Apr-2025 06:04 PM	14-Apr-2025 06:04 PM	
thecollectives	Website	14-Apr-2025 11:04 AM	14-Apr-2025 11:04 AM	
marqland	Website	07-Apr-2025 04:04 PM	07-Apr-2025 04:04 PM	
huggies	Website	07-Apr-2025 10:04 AM	07-Apr-2025 11:04 AM	

Showing 1 - 5 of 1177

Row3...236Next

Monitor and optimize AI performance with the AI Dashboard – track key metrics, analyze data, and gain insights to enhance model efficiency and drive intelligent decision-making.

AI Training Dashboard



The screenshot shows a web application interface with a modal window titled "Index Data". The modal contains the following elements:


- Namespace ***: A text input field containing "supertails".
- Type ***: A dropdown menu with "Website" selected.
- Upload Bulk Website**: An unchecked checkbox.
- Use Hybrid**: A checked checkbox.
- Enable Hypothetical Question**: An unchecked checkbox.
- Website URL**: A text input field containing "www. supertails.com".
- Website URL**: A text input field containing "www.supertails/home.com".
- Website URL**: A text input field containing "www.supertails/cart/favourties".
- Add More**: A blue link.
- Close**: A button.
- Save**: A button.

Train and refine your AI models with the AI Training Dashboard – monitor performance, upload training data, and improve accuracy for smarter, more responsive interactions.


Intent - Entity Dashboard

Chat Bots Voice Bots

Intent Entity

Search 

Intent Name	Description	Created On
mobcakedates	You are the Modern Oman Bakery AI Assistan...	16-Apr-2025
cakeorders	You are the Modern Oman Bakery AI Assistan...	16-Apr-2025
mobmorecake	the user is saying yes indicating that they wa...	16-Apr-2025
dailycommutebike	The user wants the bike suggestion for the d...	15-Apr-2025
suggest_bike_	The user wants the suggestion for the bikes f...	14-Apr-2025
upgrad_recommendatio...	You are an AI-powered Career Guidance Assis...	09-Apr-2025

Edit Intent 

Name

mobcakedates

Description

You are the Modern Oman Bakery AI Assistant, a friendly and interactive chatbot designed to help customers explore and order from our delicious range of cakes and celebration essentials. 🍰🎂 When a user mentions they want their cake delivered on the same date

548 of 500

Save

Identify and analyze user intents and entities to understand query context, personalize responses, and enhance bot intelligence for more accurate and meaningful interactions.

Gen AI Free Flow Dashboard

AI HubIntent & EntityGen AI Free FlowAI Reply AutomationAI Suggestions

Search




Flow Name	UUID		Description
Cakeorders	2f30bf7d-3416-4012-9f7c-d2bcd1cc788f		You are the Modern
Mobcakedates	493bdb99-850a-46a0-a492-75e6955e3f58		You are the Modern
Shriram_loan_eligibility	3751b716-fa32-497f-b2b3-db61f5cae9ce		You are an AI-power
Mercedes_sports_car	cec8faca-bd20-44d1-8690-b66c712b656a		You are a conversati
Volvo_book_a_service	8489a1ae-61ee-4630-a239-94f0c4c8b46c		You are a Yamaha M
Kia_book_a_test_drive	c67a50e2-2623-46b1-9dc7-b5675314a27b		You are a conversati

Edit Free Flow

Flow Name *

cakeorders

Description *

You are the Modern Oman Bakery AI Assistant, a friendly and interactive chatbot designed to help customers explore and order from our delicious range of cakes and celebration
...entitled   . Once the user selects their selected display, a summary of their selected

Entity Name *

mobdate

Variable Name *

@dateseleion

Description

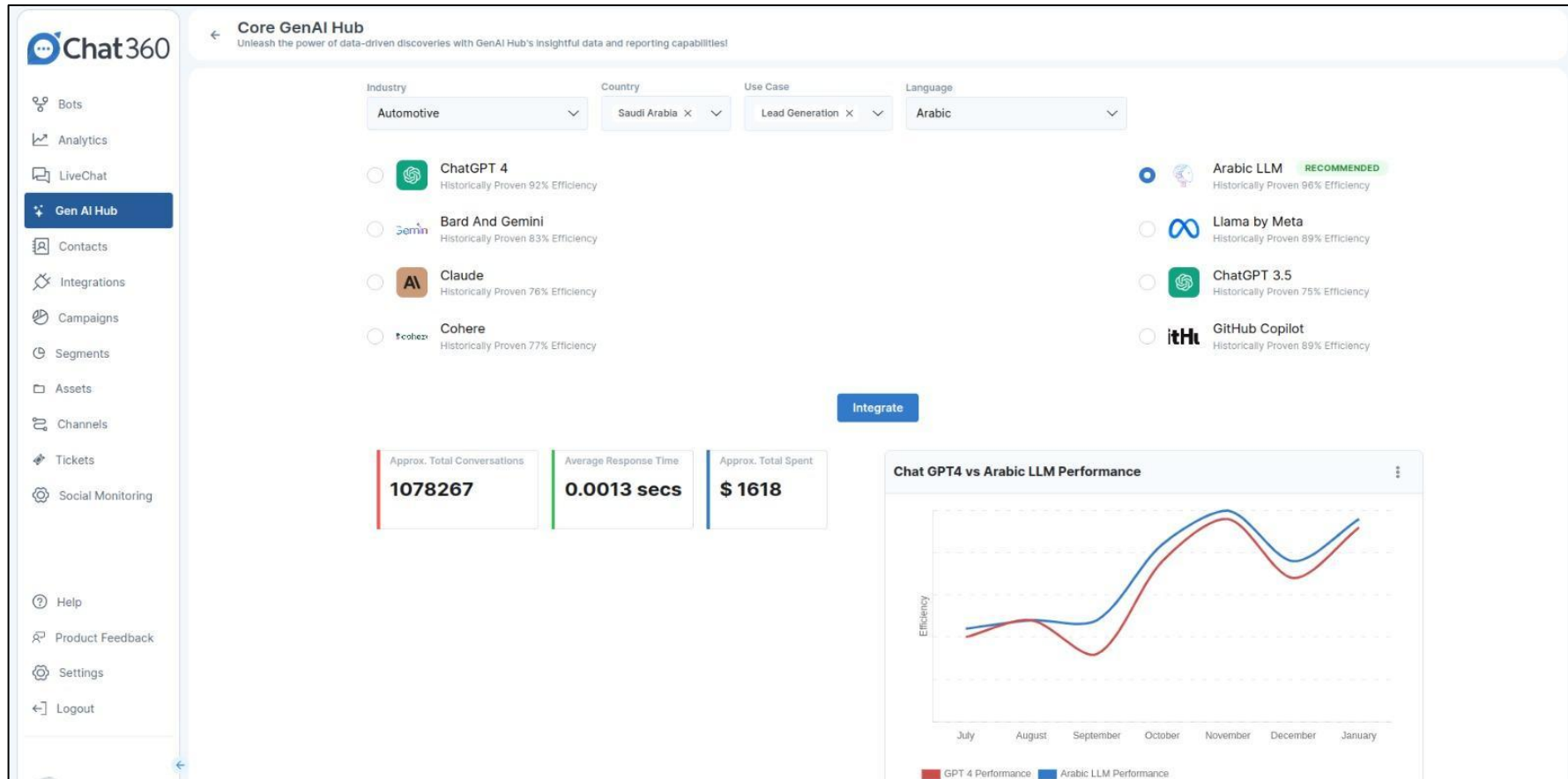
the user says if they want their cakes to be delivered on the same date or different dates

Add More

Save Changes

Unlock powerful insights with the Gen AI Free Flow Dashboard – analyze unstructured queries, identify user intent, and track performance to enhance responses and drive smarter automation.

Gen AI Dashboard



Generative AI Unanswered Module

← Chatbot Data

Get a pivot and convert opportunities with ease!

API LOGS

BOT METRIC

GO-TO CHAT BUILDER FLOW

From Date

2023-08-30

To Date

2023-09-06

Search room name

Q

Select Data

Only Leads

Room Name	Created On	Updated On	Responded By	Channel ID	End Time	Ag	Queries	Status
Visitor9454	2023-09-06 09:57:11	2023-09-06 13:00:11	bot	Preview	2023-09-06 13:00:11		I want to book a an appoi..	No
Visitor9463	2023-09-06 11:35:53	2023-09-06 11:51:55	bot	Preview	2023-09-06 11:51:55		Cancel booking for Ramn..	Yes
Visitor9461	2023-09-06 11:05:00	2023-09-06 11:47:11	bot	Preview	2023-09-06 11:47:11		Do you have Dentistry as.	No
Visitor9453	2023-09-06 09:54:41	2023-09-06 10:25:54	bot	Preview	2023-09-06 10:25:54		I want to find a doctor for.	No
Visitor9452	2023-09-05 23:13:52	2023-09-06 10:07:31	bot	Preview	2023-09-06 10:07:31		Tell me the nearest sahya.	Yes

Showing 1-5 of 5

Rows per page 10

◀ 1 ▶

WhatsApp Template Dashboard

Template Name *

yamahamarketing_birthdaywishes

Template Category *

MARKETING

Template Type *

Image

Language *

English

Template Text *

🎂 Happy Birthday, {{1}}! 🎉

On your special day, we at *Yamaha Pune* wish you joy, success, and the drive of your dreams! 🚗 🎧

{{Var}}

As a birthday treat, enjoy a *complimentary car detailing service* and a

Next



🎂 Happy Birthday, User Name!



On your special day, we at
Yamaha Pune wish you joy,
success and the drive of your

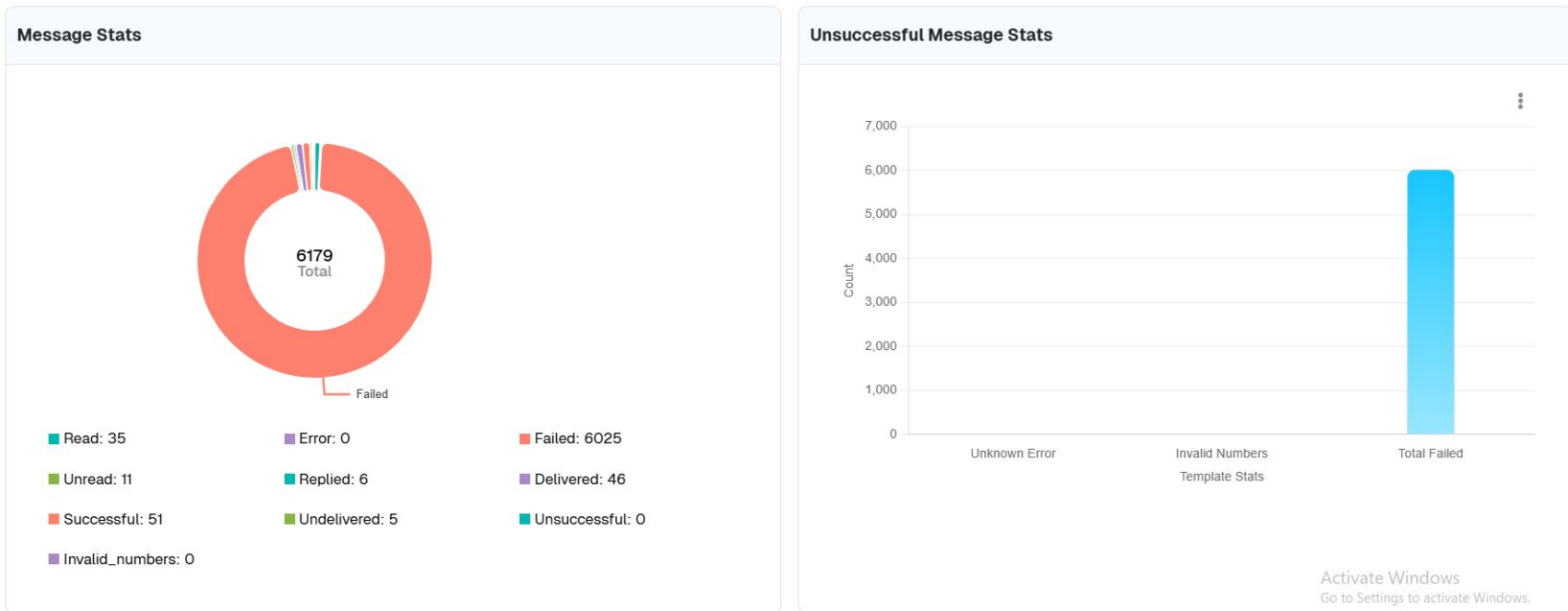
Create and manage customizable, multilingual templates with rich media integration, ensuring compliance, security, and interactive features for enhanced user engagement across all communication channels.

WhatsApp + SMS + Email Campaign Analytics



Track and analyze the performance of your marketing templates across all channels, optimizing engagement, conversion, and ROI with detailed insights and actionable data.

Custom Template Analytics

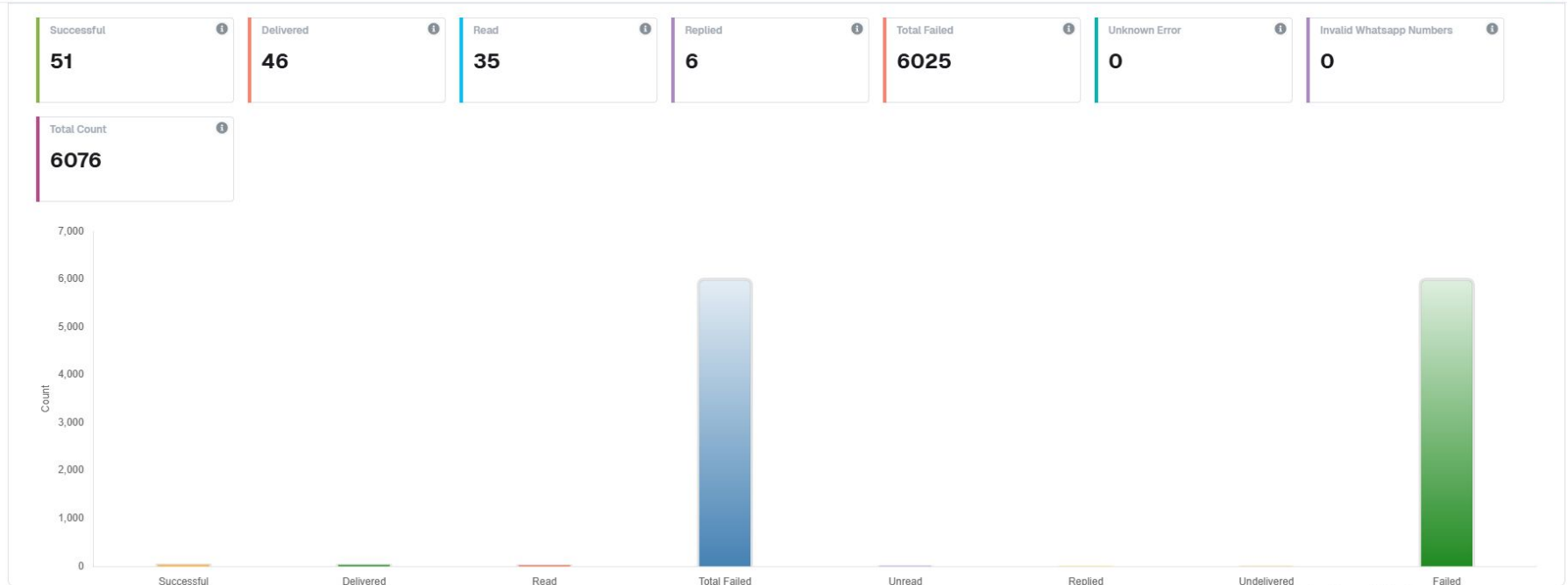


Monitor and analyze the performance of your custom templates across all platforms, gaining insights into user interactions, engagement, and effectiveness for continuous optimization.

Marketing Analytics

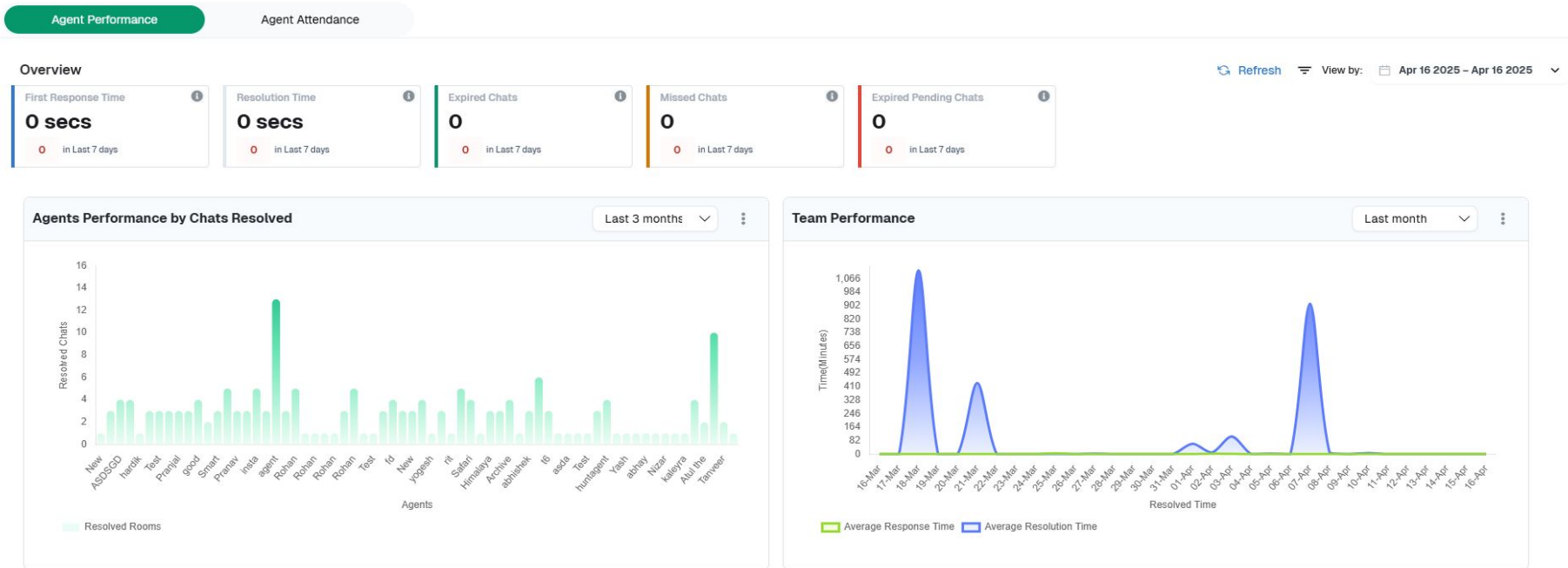
Marketing Analytics

QA



Track and analyze marketing campaign performance across all channels, gaining insights into engagement, conversions, and ROI to optimize your strategies and drive better results.

Agent Analytics



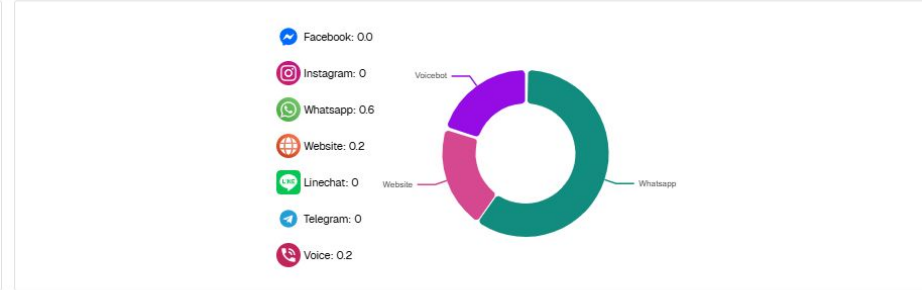
Track and analyze marketing campaign performance across all channels, gaining insights into engagement, conversions, and ROI to optimize your strategies and drive better results.

Omni - Channel Analytics

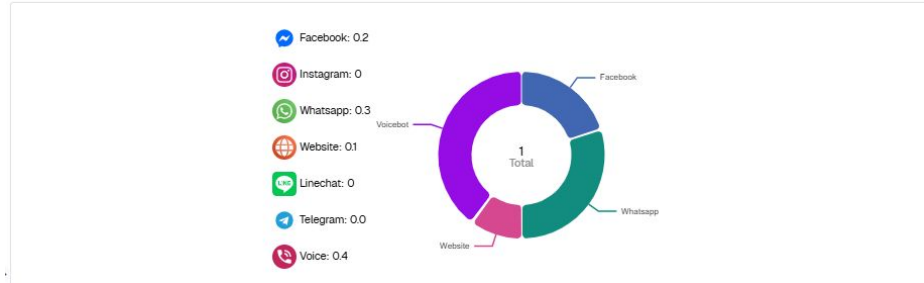
Goal Completion Rate(%)



Chat Interaction(%)



Revisor Rate



Chat History

Channel	Average Spent Time
Facebook	0H:0M:00S
Telegram	0H:0M:00S
Web	0H:0M:08S
Whatsapp	0H:2M:47S
Voice	0H:0M:50S

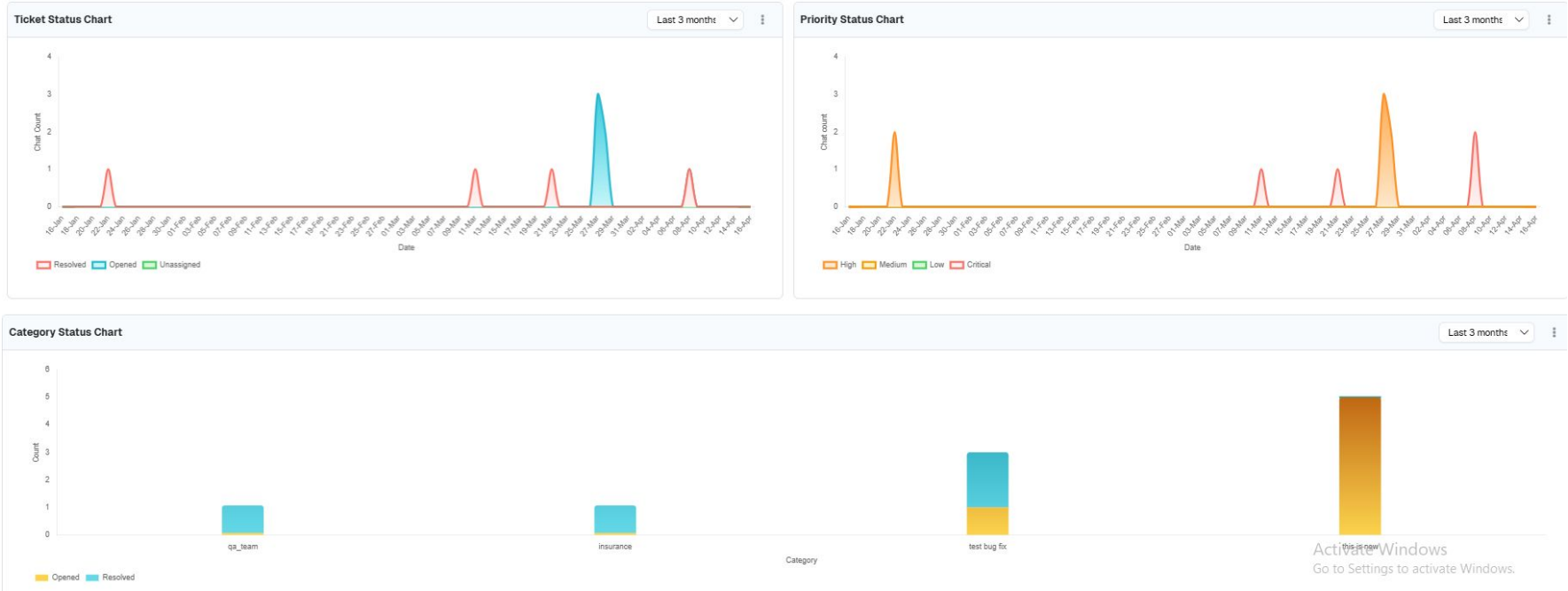
Activate Windows
Go to Settings to activate Windows.

Get a unified view of customer interactions across all channels with Omnichannel Analytics—track performance, engagement, and journey insights to optimize experiences and drive smarter decisions.

Intent Insights



Ticket Analytics



Track, manage, and analyze support tickets with Ticket Analytics – monitor resolution times, volumes, and trends to improve efficiency, customer satisfaction, and support team performance.

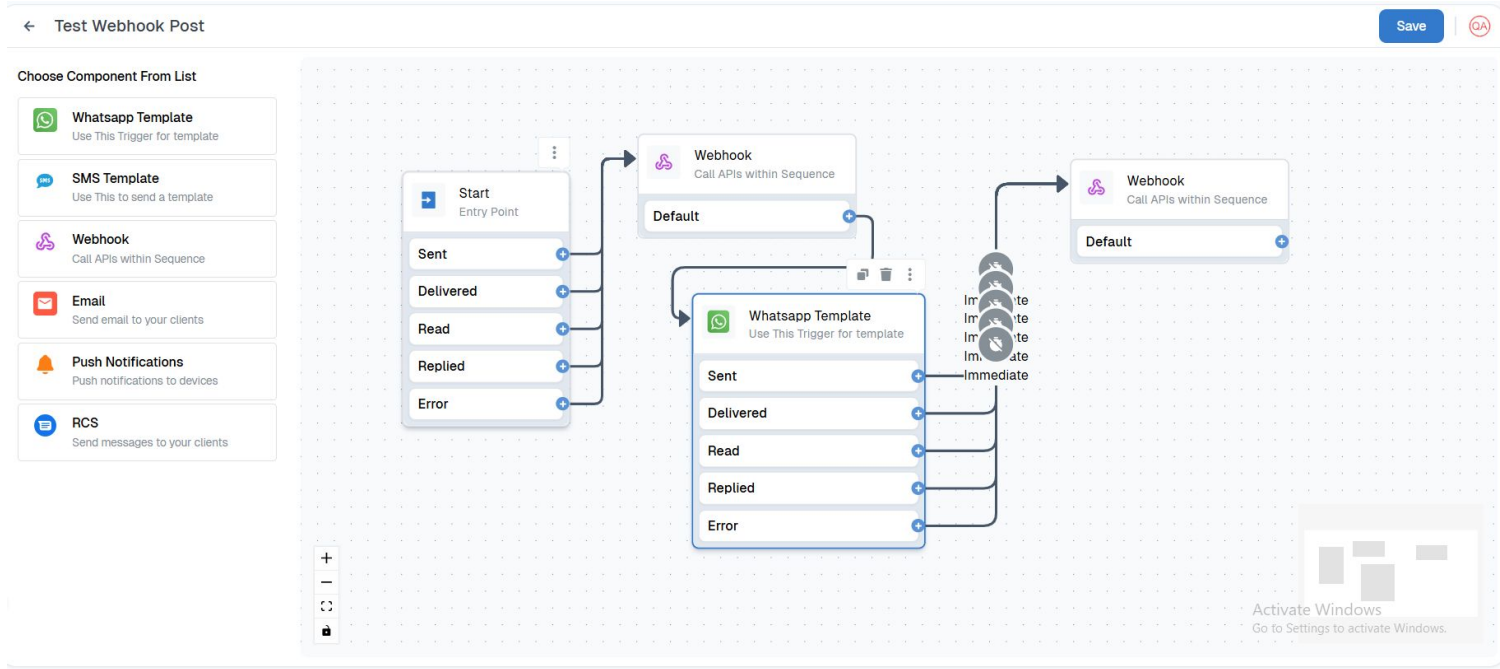
Single Inbox for Customer Support

The interface is divided into four main sections:

- Left Sidebar:** Contains navigation options: '+ New Conversation' (blue button), 'INBOX' (with an upward arrow), 'Unassigned' (selected, with a headset icon), 'Assigned' (with a person icon), 'Archived' (with a folder icon), 'CHANNELS' (with a downward arrow), and 'TAGS' (with a downward arrow).
- Search and List:** A search bar labeled 'Search phone or name' is at the top. Below it, a 'Live' status indicator shows 5 active conversations. A list of conversations follows, each with a contact icon, ID, name, and time. The selected conversation, 'Visitor #27756', is highlighted with a red border. Other conversations include '916380517188' (1h ago), '916385949917' (16h ago), 'Visitor #27758' (1d ago), and 'No Response 2188' (20m ago).
- Conversation View:** The main area shows the chat history for 'Visitor #27756'. It includes a header with 'Assign', 'New User', and 'Live' buttons. The chat content shows a message from 'MotoGP' (Bot) at 10:40 am, followed by a product image of a 'R15' motorcycle. Below the image is a 'Book a Test Drive' button. At the bottom, there is a 'Start Conversation' section with a note: 'You have to click on the Enter Chat button to start the conversations.' and an 'Enter' button.
- Visitor Profile:** On the right, a sidebar for 'Visitor #27756' provides details. It includes an 'Enter UserID' field, a 'Current URL' field, an 'IP Address' (103.186.18.198), 'Time Spent' (5 hours 12 minutes 15...), 'User Browser' (chrome), 'User OS' (windows), 'User System' (pc), and 'Room Source' (Natural Lead). There is also a 'See More' link and a 'Tags' section with a plus icon. At the bottom, it says 'Activate Windows' and 'Go to Settings to activate Windows.'

Streamline and monitor all customer interactions with Single Box Customer Support – get unified insights across channels to boost resolution speed, team efficiency, and customer satisfaction.

Journeys Builder



Design and optimize customer journeys for your campaigns – map touchpoints, personalize interactions, and automate flows to boost engagement, conversions, and overall campaign success.

SUCCESS STORIES

Success Stories: IIFL Finance

Impact

14%

Increase in loan
portfolio in 1 year

35%

Increased
Customer
Satisfaction

20%

Operating Costs
Reduction

50%

Fraud Reduction



Building on the strength of over 25 years of expertise, IIFL Finance is one of India's largest and most trusted financial services provider, offering a spectrum of loans and investment products like financing, asset management, investment banking, brokerage, financial advisory and finance-related services and listed on NSE

The Challenge

IIFL is dedicated to fostering innovation and prioritizing customer needs. They wanted a seamless digital solution to overcome its cumbersome loan application process resulting in:

- **Manual KYC Processes:** Time-consuming paperwork and approvals.
- **Processing delays:** Slower turnaround times
- **Fraud Risk:** Increased vulnerability to fraudulent activities

The Solutions

Chat360 implemented a end to end solution on user friendly Whatsapp Platform with the following tangible results

- | | | |
|-----------------------------|------------------------------------|---|
| ✓ Paperless KYC process | ✓ Loan approvals within 20 minutes | ✓ Bot integrated with Multiple verification vendors |
| ✓ Real Time Decision Making | ✓ Personalized Experience | ✓ Increase in customer reach |

Channel: Whatsapp

Industry: NBFC

Use Cases: Conversational Commerce, AI Sales & Marketing

Success Stories: Motilal Oswal

Impact

100%

Automation in
Ticket Creation

40%

Increase in Ticket
Resolution

30%

increase in
customer
satisfaction



Founded in 1987, Motilal Oswal Financial Services Ltd. is a well-diversified financial services firm offering a range of financial products and services and diversified client base that includes retail customers, mutual funds, foreign institutional investors, financial institutions, and corporate clients. It is present in 2500+ Business Locations, and has 55,00,000+ customers.

The Challenge

Motilal Oswal's Customer Support Challenges:

- **Manual CRM Ticketing:** Time-consuming ticket creation processes.
- **Multiple CRMs:** Fragmented client data across systems.
- **Decentralized Communication:** Support via individual WhatsApp accounts, hindering tracking and analysis.
- **Unanswered Queries:** Gaps in responsiveness due to human limitations.

The Solutions

Motilal Oswal partnered with Chat360 to address these challenges through a comprehensive solution:



WhatsApp Integration

Unified interface for the support team



CRM Integration:

Automated ticket creation, reducing manual dependencies



AI Implementation

Deployed to handle all queries, filtering only the necessary ones to human agents

Channel: Whatsapp

Industry: Financial Services

Use Cases: Customer Support

Boosts Efficiency by deploying Chat360 HR Buddy

80% Queries Self Served

Reduction in HR queries through automation, eliminating the need for direct HR contact



72% Productivity

Enhanced productivity of employees with automating routine tasks using chatbots

91%

Retention Rate

Efficiency in the workflow and work life balance increased the retention rate

Success Stories: Eicher Tractors

Impact

30%

Increase in Lead Conversion

40%

Reduction in Support Queries

50%

Faster Query Resolution



Eicher Tractors, a leading brand under the TAFE (Tractors and Farm Equipment) Group, is renowned for its reliable, fuel-efficient, and technologically advanced agricultural machinery. With a strong presence in both domestic and international markets, Eicher offers a diverse range of tractors designed to meet the evolving needs of modern farming.

The Challenge

Eicher faced the following challenges

- **Repetitive Queries:** Frequent questions on tractors, dealerships, and services
- **Lead Processing:** Efficient collection and tracking of leads
- **Lead Management:** Handling and converting potential leads
- **Support:** Streamlining dealer and customer assistance
- **Centralized Information:** Lack of unified access to dealer data.

The Solutions

Chat360 implemented the following solutions:

- ✓ Multilingual Chatbot Deployment
- ✓ Omnichannel Support
- ✓ Automated Lead Management
- ✓ Region-Specific Campaigns
- ✓ Centralized Dealer Information Access

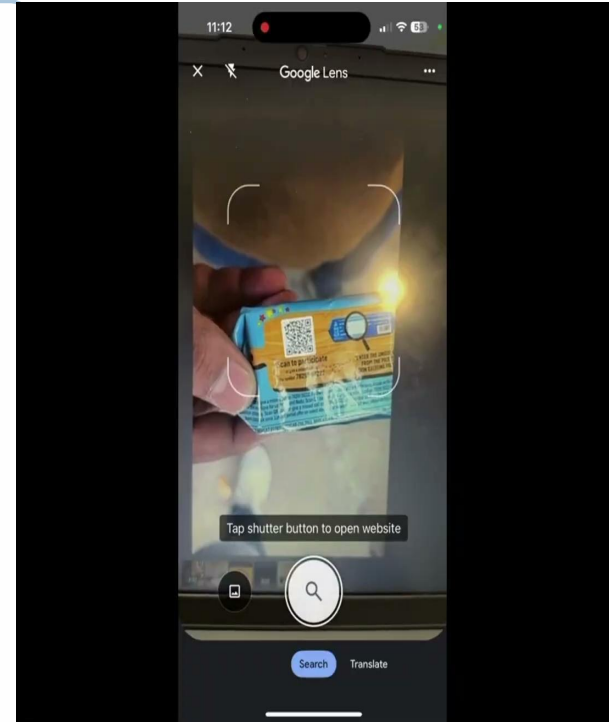
Channel: Omnichannel

Industry: Automotive

Use Cases: AI Sales & Marketing

Chat360 Powered ITC Allrounder Campaign

- **Personalized Communication:** Enabled ITC to deliver tailored messages through WhatsApp, including interactive content like videos and links for better customer engagement.
- **Real-Time Analytics:** Offered comprehensive insights into message performance, including delivery rates, open rates, and customer interactions, driving data-backed decisions.
- **Automation Excellence:** Streamlined communication with AI-powered chatbots, reducing response time and ensuring consistent engagement across a large audience.





THANK YOU

Let's start chatting

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