

Tunk.ai – Sales Use Case Playbook

0. AI Recruitment

What to Sell:

First-level candidate screening calls

Interview scheduling

Basic qualification checks (experience, skills, salary expectations)

Follow-ups with candidates

Who to Target:

Recruitment agencies

HR teams

Startups hiring at scale

Pitch Line:

“We automate initial candidate screening and scheduling, saving recruiter time and speeding up hiring.”

1. BFSI/NBFC

What to Sell:

Loan assistance (eligibility, applications)

EMI reminders & repayment support

Credit/EMI card help (limit, blocking, PIN reset)

Debt collection (overdue EMI follow-ups)

Insurance & FD support

Who to Target:

NBFCs

Banks

Lending startups, DSAs

Pitch Line:

“We automate your collections, reminders, and loan calls using AI voice agents—reducing cost and increasing recovery rates.”

2. Collections (High Urgency Use Case)

What to Sell:

- AI follow-up calls for missed EMIs
- Payment reminders with WhatsApp/SMS links
- Flexible repayment conversations

Who to Target:

- NBFC collections teams
- Recovery agencies

Pitch Line:

“Reduce manual calling cost and increase collections with AI agents that follow up consistently at scale.”

3. Healthcare

What to Sell:

- Appointment booking (calls + reminders)
- Lab test scheduling
- Insurance verification
- Follow-ups

Who to Target:

- Hospitals
- Diagnostic labs
- Clinics

Pitch Line:

“We automate appointment booking and reminders so your staff spends less time on calls and more on patients.”

4. Hospitality (Hotels)

What to Sell:

- Guest room calling (room service orders)
- Reservation handling
- Concierge support

Who to Target:

- Hotel chains
- Mid-large hotels

Pitch Line:

“Guests can simply call and place orders via AI—no wait time, 24/7 service.”

5. Ecommerce

What to Sell:

Order tracking

Refunds/exchanges

Product recommendations

Payment issue handling

Who to Target:

D2C brands

Marketplaces

Pitch Line:

“Reduce customer support load by automating order and refund queries through voice AI.”

6. Auto/Car Dealerships

What to Sell:

Test drive booking

Loan assistance

Service reminders

Who to Target:

Car dealerships

Auto loan providers

Pitch Line:

“We help you convert leads faster by instantly engaging them through voice calls.”

7. Surveys (Easy Entry Product)

What to Sell:

Bulk feedback calls (e.g., 1,000–10,000 users)

Automated survey collection

How it Works:

Client provides Excel with numbers

AI calls all users and records responses

<https://tunk.ai>

Pitch Line:

“Run largescale customer surveys in hours instead of days.”

8. Education

What to Sell:

Admission queries

Form filling assistance

Fee reminders

Who to Target:

Colleges

Coaching institutes

9. Government/Public Sector

What to Sell:

Scheme awareness

Complaint registration

Helpline automation

10. Key Product Advantage

Works in English, Hindi, Gujarati (live)

Can expand to more languages Bengali, Tamil, Telugu, Malayalam, Kannada, German, Spanish etc.

Handles real conversations (not IVR)

Works 24/7

Scales instantly

How to Sell

Step 1: Find the Right Problem

How many calls does your team handle daily?

Do you have collections/support/booking calls?

How big is your calling team?

Step 2: Push for Pilot

Start small (1 use case)

Show results fast

Step 3: Pricing Line

5-9 INR per minute (Volumes pricing would be discounted as per deal size)

Only charged on connected calls

<https://tunk.ai>

Step 4: Close with Value

Reduce cost

Increase efficiency

No hiring needed

Works 24/7

Priority Order

1. BFSI/NBFC
2. Healthcare
3. Surveys
4. Recruitment (emerging high potential)
5. Hospitality/Ecommerce