



# **SUPERBOT™**

*Revolutionising Calling*

» **HOW SUPERBOT HELPED AN EVENT MANAGEMENT COMPANY WITH THEIR LAST-MINUTE PROMOTIONS DURING THE EARLY PHASE OF POST LOCKDOWN PERIOD**

POWERED BY

**pinnacle**  
works

# TECHNOLOGY IF ADAPTED SMARTLY LEADS TO SMARTER BUSINESSES

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## OUR ROLES



Technology  
Consultants



IT Solution  
Providers

## SUMMARY

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The clients was one of North India's Leading Event Management Companies, which used to conduct events at national as well as International Level. Their clientele included major publishing houses, news and media agencies as well as well known brands from fashion & hospitality industry. And it's a well established fact that for any event to get successful, a good number of attendance is a must, where event promotions come into the picture. For undertaking the same they have a huge team of 20+ people sitting on their premises, who used to pay calls to their customer database to promote their upcoming events as well as to confirm their participation. But, this strategy fails if an event is to take in short notice let's say in two days and the head counts for the confirmed participation is required to make it a success.

## » CHALLENGES

It was an early phase since the Lockdown was lifted and the call centres were not open yet. The agents were working from home and with a limited workforce only. But, since the digital meetings and events were in vogue, the client had two events lined up within the gap of two days only. Therefore, promoting and confirming attendance for both the events at the same time become a challenge, because -

- » They had to pay the calls on 25000 database, combining both the events, within the time span of a week.
- » Getting the human agents pay a call on 25000 unique numbers, including the follow up calls seemed like an impossible task. Even with the capacity of 50 calls per day, the 20 agents a total of only 1000 calls were possible in a day. And to make the calls to 25000 people, 25 days were required.
- » Even if the calling agents were increased hiring them in such a short span of time and bearing the additional cost were the other bottlenecks.
- » The success of the event was at the stake because getting the headcount of the confirmed attendees was in an unsure state.



## » SOLUTION

**We Proposed**

**We Built**

**We Conquered!**

Being their technology partners, it became our job to help them making both the events a success, with minimal expenditure and maximum results.

This is where our newly launched product SuperBot came to the rescue & seemed as our only solution to the problem.

Built with the vision of “*Machines should do the Hard Work and Humans should do the Smart Work*”, it was an hour’s job for us to train the bot and get it ready for promoting both the events individually, as well as to get the attendance confirmation.

- » The campaigns for both the events were launched at 10:00 am the next day itself.
- » In parallel calls were initiated for both the campaigns, targeting a total database of 25000.
- » Also, a 24x7 incoming helpline was set up where the users can call and ask any information about the event as well as confirm their attendance.



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## KEY RESULTS



25000

Unique Calls were Made



8%

People showed interest in the event out of which, 65% shared their confirmation to attend the event.



70%

People Turned up for the Event



The objective of promoting the event among the masses while getting required attendance was met.