

Case Studies: Successful Implementations of Automation and AI in Small Businesses

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A. Case Study 1: Automating Customer Service in an e-commerce startup

Introduction

An Indian e-commerce startup, Exotic India Trades sells herbal and Ayurveda-based products on various online marketplaces, including their own website. As the company experienced increased business operations and were able to bring more customers to their own website, they were facing challenges in managing customer queries manually. They decided to automate their customer service and identified Freshdesk as the best option in order to address these challenges. The company was able to easily manage customer queries with the implementation of Freshdesk.

Company Overview

Exotic India Trades is an Indian e-commerce startup specializing in selling herbal and Ayurvedic-based products. The company sells its products on several online marketplaces, including eBay, Amazon, and their own website. The primary business model of the company is retail exports, and they have experienced significant growth in recent years.

Problem Statement

As the company grew, it became increasingly difficult for customer service representatives to handle the volume of customer inquiries. This resulted in long wait times for customers, frustration, and an

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Conclusion

Freshdesk was successfully implemented as an e-CRM solution by Exotic India Trades. The introduction of automated customer service has brought about significant improvements for the company, including improved response times, increased efficiency, and a more personalized customer experience. Exotic India Trades was able to effectively manage customer queries with the help of Freshdesk and provide a seamless support experience to its customers. The company's efforts to improve customer service have been successful, with increased customer satisfaction, reduced operational costs, and improved productivity.

Similarly, Mehta Stockists & Forwarding Co. successfully implemented Zoho Inventory as their AI-powered inventory management solution. The solution has provided the company with greater visibility and control over its inventory, which has enabled it to make more informed decisions about stock levels and inventory costs. Zoho Inventory's end-to-end inventory tracking and multi-channel integration features have helped the company improve its overall efficiency. The investment made by the company in this solution has resulted in significant improvements, including reduced inventory carrying costs, improved accuracy and timeliness of inventory information, and increased productivity.

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Business Reports as provided by management of Exotic India Trades

Business Reports as provided by management of Mehta Stockists & Forwarding Co.
