Memorly.AI

AI AGENTS FOR BUSINESS GROWTH

Presentation 2024

AI Agents For Business Growth

Our company, Memorly.AI, is developing a platform specialized in AI agents that automate and autonomously run sales and support operations for **small businesses (SMEs)** with **revenues of $1–10M.**

This tool helps enterprises engage with customers from various **digital channels effectively, reduces Customer Acquisition Cost (CAC), and improves customer perception and service quality**. Our platform is designed to deploy agents in a **self-service mode** and learn alongside human workers thanks to our **RLHF** (Reinforcement Learning from Human Feedback) technology.

Customer Case Study

Memorly.AI offering – AI sales agents

Overview

Company:
Celebrations
Paradise

Location:
Bengaluru,
India

Industry:
Event Planning
and Party
Supplies

AI Sales Agent Solution

- Automated responses on WhatsApp and Instagram, covering 80% of customer interactions.
- Enabled processing of orders and payments autonomously.
- Complex queries routed to human agents.
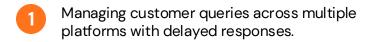- 24/7 operation reducing response time and improving customer satisfaction.

Impact

Significant reduction in operational expenses.	Improved customer satisfaction and loyalty through continuous engagement.	Scalable customer interaction management without extra overhead.

Challenges

1 Managing customer queries across multiple platforms with delayed responses.

2 Limited budget for a large customer service or sales team.

3 Low customer engagement leading to a mere 4% conversion rate.

4 Scalability issues in handling interactions outside business hours.

Results

Conversion Rate: Increased from 4% to 12%, a 3x improvement.

Customer Engagement: Enhanced from 36% to 100%.

Operational Costs: Reduced by 80%.

Customer Support: Achieved 24/7 with no additional staffing.

Customer Case Study

Memorly.AI offering – Enterprise AI agent Studio and consulting

Overview

Company: Wayfarer	**Location:** Bengaluru, India	**Industry:** Travel planning sales

AI agents assisting in travel industries

- AI agents engage customers initially, collecting their travel preferences. This data is then handover to a human agent who creates custom itineraries or suggests appropriate packages. Our solution facilitates this seamless transition, enabling personalized and efficient customer experiences.

- AI agents provide insights into evolving customer preferences, enabling data-driven decisions that fuel business growth.

- Our platform features data and knowledge base access controls. Based on user data, we grant access only to authorized information.

Impact

Increased efficiency in handling customer inquiries	Improved customer satisfaction	Enhanced data security and access control

Challenges

1 Wayfarer runs social media ads and marketing but struggle to handle customer inquiries effectively, despite a high conversion rate.

2 Wayfarer serve both B2C customers and B2B travel agents for the Wayfarer service but need strict data access control. Travel agents should see pricing data, while customers only submit requirements to receive a custom quote.

3 Wayfarer receive several inquiries but have a lower conversion rate. They aim to increase both sales and the conversion rate.

4 20% of Wayfarers have custom package and itinerary requirements. It is important to understand customer needs before designing the package.

Results

Increase in sales engagement: 3x increase in sales engagement, leading to a 3x conversion rate improvement.

Customer Case Study

Memorly.AI offering – Enterprise AI agent Studio and consulting

Overview

Company: Vijay-Spheroidals

Location: Bengaluru, India

Industry: Custom Manufacturing and Metallurgy

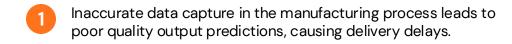### AI agents for Manufacturing process automation

- Enhanced Quality Control – Automated data validation and error detection maintain high standards and operational efficiency.

- Inventory Optimization – AI analyse trends to manage inventory and streamline supply chains, reducing costs, and improving delivery timeline accuracy.

- Predictive Maintenance – AI monitors equipment health to prevent failures, optimizing machinery lifespan and reducing downtime.

Impact

Increase accuracy to predict future outcomes	Improved data quality and higher quality of manufacturing	Prepare the team for predictive maintenance to reduce downtime.

Challenges

1 Inaccurate data capture in the manufacturing process leads to poor quality output predictions, causing delivery delays.

2 Inaccurate inventory and maintenance planning necessitates adding an extra day for order delivery, reducing efficiency and limiting the number of orders.

Results

Order rate: Order intake increased from 60% to 78%.

Accurate Data: Accuracy of data forecasting improved from 71% to 83%.

Customer Case **Study**

Memorly.AI offering – Enterprise AI agent Studio and consulting

ProQsmart

Overview

Company:
ProQSmart

Location:
Bengaluru,
India

Industry:
SaaS platform for
Vendor sourcing

AI agents assisting in vendor sourcing

▪ AI agents use precise metrics to evaluate vendors, allowing for a
structured and data-driven selection process based on business
requirements.

▪ AI agents process extensive conversation histories, helping the
procurement team stay informed about the status, next actions,
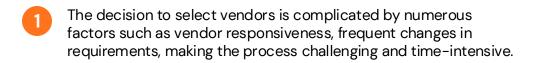and reasons for vendor selections.

Challenges

1 The decision to select vendors is complicated by numerous
factors such as vendor responsiveness, frequent changes in
requirements, making the process challenging and time-intensive.

2 Vendor selection goes beyond a single RFQ and involves
many iterations and follow-ups, which are crucial for
identifying the most suitable vendor.

3 Managing and summarizing extensive communications is
difficult but essential for providing higher management with
clear insights into vendor selection decisions.

Impact

The use of AI
leads to quicker
decision-making
in procurement.

Updated data ensures
access to more vendors
with desired capabilities.

The vendor sourcing
process is more
efficient and less
cumbersome.

Results

Reduced procurement rate:
45% faster procurement
processing rate.

Reduce confusion:
Reduces confusion in vendor
sourcing with well-documented
logical reasoning for selections.