



# Dr. Batra's Transforms Seamless Patient Engagement & Leads with Kenyt.AI

## At a glance


Keny.AI is a market leader when it comes to AI transformation. The company caters to more than 1000+ companies across multiple domains. The Healthcare AI offering - "**Healthcare AI Agent**" is a specialized product for hospitals and other healthcare providers

INDUSTRY

**HEALTHCARE**

SIZE

**800 - 1000  
Employees**

 **28000+**  
AI Agent Conversations  
Initiated

 **Only 1.4%**  
of Quality Leads Captured

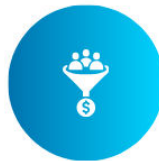


[www.keny.ai](http://www.keny.ai)

## Business Overview

Dr Batra's, a renowned name in homeopathy treatment in India for hair, skin, and various ailments, serves thousands of patients across the country. With over 35 years of experience, they have built a strong brand reputation. However, as their clientele grew, they began facing challenges in handling the large number of inquiries and improving lead capture rates. To enhance customer engagement and drive more efficient lead management, Dr. Batra's decided to adopt an AI-powered solution for better automation and real-time support.

Before deploying Kenyt.AI's AI Agent, Dr Batra's faced significant challenges



**Low Lead  
Capture Rate**



**Chat Overload**



**Lack of Customer  
Engagement**

## CHALLENGES

- 1 Managing a large volume of visitor inquiries from over 28,000 visitors per quarter, leading to delayed responses and missed opportunities.
- 2 Low conversion rates, with only 1.43% of leads captured despite high engagement.
- 3 A heavy burden on the customer support team to manage inquiries manually, limiting scalability.
- 4 Limited scalability of manual processes, resulting in operational inefficiencies and high dependency on the support team.
- 5 Difficulty in increasing website traffic and improving engagement metrics.

# KENYT'S AI AGENT

To streamline operations, Dr. Batra's turned to Kenyt.AI to deploy an AI Agent on their website. The AI agent was designed to automate lead capture and engage visitors effectively. By utilizing conversational AI, visitors could receive personalized responses in real-time, guiding them through inquiries and encouraging action. This automation helped the company respond more promptly to potential patients, reducing the load on their support team.

Keny.AI implemented a "**Healthcare AI Agent**" that significantly improved patient engagement and streamlined the lead capture process. This conversational AI provided patients with real-time, personalized responses to their questions, helping them navigate their choices more effectively. The result was a notable increase in lead conversion rates and a substantial decrease in the workload for Nova IVF's support team. This initiative not only enhanced efficiency but also ensured a smoother and more enjoyable experience for patients seeking care.



20.43%

Improved Lead Capture



60%

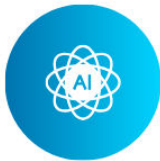
Reduction in Response Time



Keny.AI, established in 2018, is a pioneering force and emerging leader in AI-driven solutions reshaping industries through innovative products. From AI Campaigns to Chatbots and AI Agents, CRM, and Service Desk, we drive businesses towards growth, efficiency, and engagement. With a vision for automation, Keny.AI is at the forefront of revolutionizing industries through AI transformation.



Dr. Batra's experienced a significant boost in lead capture, increasing from **1.4% to 20.43%** after implementing Keny.AI's **Healthcare AI Agent**. The AI solution also drove a noticeable rise in website traffic, improving the overall online presence.



Keny.AI Healthcare AI Agent automated patient engagement, offering instant, personalized responses while alleviating the burden on the customer support team, enhancing efficiency and the overall patient experience.

1

### Visitor Engagement

Dr. Batra's witnessed a noticeable increase in user interaction with the lead form, translating to more inquiries being converted into actionable leads.

2

### Cost and Resource Efficiency

The automation of the lead capture process significantly reduced the workload on the customer support team, enabling them to focus on more complex tasks.

3

### Lead Capture Improvement

The AI agent helped increase quality lead capture by **20.43%**.

4

### Response Time Improvement

Dr. Batra's AI agent reduced response time by 60%, boosting conversion rates by 35% through instant inquiry resolution and enhanced customer engagement.

Dr. Batra's adoption of Keny.AI's healthcare AI agent led to a significant increase in lead capture, with a **20.43%** improvement. The automation of inquiries enhanced response times, reduced the customer support team's workload, and allowed the organization to better manage its growing customer base while ensuring high-quality service.