



How Kenyt.AI Boosted Lead Engagement and Quality for Nova IVF Fertility

At a glance

Kenyt.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

**1000 - 1500
Employees**



22000+

AI Agent Conversations
Initiated



75.84%

of Quality Leads Captured

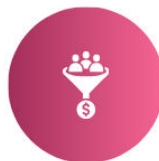


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Business Overview

Nova IVF, a renowned leader in fertility treatments, has been helping families by combining advanced medical care with a compassionate approach to ensure that every patient feels supported. As a trusted name in the healthcare sector, Nova IVF wanted to enhance their online customer engagement to cater to the increasing number of prospective clients looking for information and support. To enhance the experience, they prioritized creating an intelligent, automated AI Agent system designed to streamline lead capture and customer interactions.

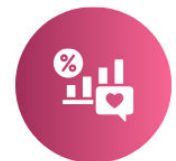
Before deploying Kenyt.AI's AI Agent, Nova IVF faced significant challenges



**Low Lead
Capture %**



Chat Overload



**Lack of customer
Engagement**

CHALLENGES

- 1 A low lead capture rate of just 15% despite a substantial volume of website visitors.
- 2 Managing chat conversations from 22,000+ people each quarter, resulting in delayed responses and missed opportunities.
- 3 Struggling to provide personalized, empathetic support for visitors, often dealing with sensitive and urgent queries.
- 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

Nova IVF aimed to transform how patients interact with their services by introducing an AI Agent designed to automate lead capture and simplify communication. Their goal was to create a modern platform where patients could easily make inquiries and book appointments. To achieve this, they partnered with Kenyt.AI, renowned for its expertise in AI solutions.

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.



75.84%

Improved Lead Capture



30%

Surge in Website Engagement



Keny.AI

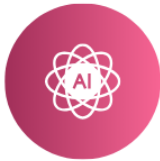
Keny.AI, established in 2018, is a pioneering force and emerging leader in AI-driven solutions reshaping industries through innovative products. From AI Campaigns to Chatbots and AI Agents, CRM, and Service Desk, we drive businesses towards growth, efficiency, and engagement. With a vision for automation,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



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Nova IVF saw a dramatic improvement in engagement, with lead capture rates increasing from **15% to 75.84%** post-AI implementation. The AI solution also boosted website visitors by 30%, enhancing their digital presence.



The Healthcare AI Agent automated lead capture while providing real-time, personalized responses, reducing manual effort and streamlining patient interactions, easing the workload on the support team.

1

Dramatic Improvement in Lead Capture

Nova IVF's lead capture rate rose from 15% to 73.69%, ensuring a steady stream of high-quality leads.

2

Scalability in Customer Support

Automated responses significantly reduced the workload of the support team, allowing them to focus on high-priority cases.

3

Visitor Engagement Boost

The AI agent helped increase website traffic by 30%, driving higher engagement and interaction.

4

Enhanced Customer Experience

The personalized and empathetic approach of the AI agents ensured seamless interactions, increasing customer satisfaction.

Nova IVF's implementation of Keny.AI's Healthcare AI Agent brought a remarkable transformation in patient engagement and lead capture. Visitor traffic to the website increased by 30%, and the lead capture rate improved significantly from 15% to 75.84%. This automated solution streamlined patient interactions, reduced manual intervention, and enabled personalized responses in real time enhancing the overall experience.