

Revolutionizing Educational Engagement

Vidyamandir Classes' Success with Kenyt.AI's AI-Powered Solutions

VMC Vidyamandir Classes SINCE 1986

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BACKGROUND

Kenyt.AI is a market leader when it comes to AI transformation. The company caters to more than 1000+ companies across multiple domains. The latest offering - **"Educational AI Assistant"** is a specialized product for real estate agencies and developers.

Vidyamandir Classes (VMC), established with a mission to provide quality education and training to students preparing for competitive exams, wanted to enhance their online engagement and lead capture capabilities. With a large number of inquiries and the need to efficiently schedule appointments, VMC turned to Kenyt.AI to streamline their processes and improve their overall customer interaction experience.

CHALLENGES

Vidyamandir Classes faced significant challenges in managing the high volume of inquiries from prospective students and parents. The manual process of handling queries and scheduling appointments was labor-intensive and inefficient. The key challenges included:

① High volume of inquiries that overwhelmed the customer support team.

② Difficulty in capturing quality leads, with only 4% of inquiries being converted into leads.

③ Low appointment scheduling rate at just 0.2%, hindering their ability to convert leads into enrollments.

④ The process of manually handling queries was labor-intensive and time-consuming, leading to delays in responses and decreased customer satisfaction.

⑤ The reliance on traditional methods like cold calling resulted in skyrocketing marketing expenditures and inefficient resource utilization.

⑥ The lack of automation led to inconsistencies in responses, impacting the overall user experience and reducing the likelihood of converting inquiries into leads.

KENYT'S AI ASSISTANT

Vidyamandir Classes sought to deploy an AI-powered chatbot on their website to automate the process of engagement and lead capture. Kenyt.AI provided the “**Educational AI Assistant**” to address these needs. The solution included:

- Real-time interaction with potential students and parents through conversational AI.
- Personalized responses to queries, guiding users effectively through the inquiry process.
- Automated lead capture and appointment scheduling, reducing the burden on the customer support team.

The deployment of Kenyt.AI's Educational AI Assistant led to significant improvements in VMC's operations:

RESULTS



Significant Increase in Lead Capture Rate

Vidyamandir Classes saw a dramatic improvement in the number of quality leads captured, rising from 4% to **18.99%** post-AI deployment.



Improved Appointment Scheduling

The rate of appointments scheduled experienced a substantial boost, increasing from 0.2% to **0.73%**, allowing for more personalized interactions and higher potential for student enrollments.

THE OUTCOME

1

Enhanced Visitor Engagement: The AI assistant enabled more efficient management of a high volume of inquiries, ensuring that each visitor received prompt and relevant responses.

2

Operational Efficiency: The automation of engagement and lead capture processes reduced the workload on the customer support team, freeing them up to handle more complex tasks and improving overall efficiency.

3

Reduced Marketing Expenditure: With the AI assistant effectively capturing leads and scheduling appointments, the reliance on expensive and less efficient marketing methods like cold calling was significantly reduced.

4

Personalized User Experience: The AI-powered chatbot provided consistent, personalized responses to inquiries, improving user satisfaction and increasing the likelihood of converting visitors into leads and appointments.

KEY TAKEAWAYS

Vidyamandir Classes' implementation of Kenyt.AI's Educational AI Assistant significantly transformed their customer engagement and lead capture processes. The AI assistant enabled VMC to manage high inquiries, capturing quality leads (**18.99% conversion rate**) and scheduling appointments (**0.73% scheduling rate**). This marked a substantial improvement from their previous rates of 4% lead capture and 0.2% appointment scheduling.

The technological leap streamlined VMC's processes, reduced the burden on their customer support team, and enhanced their ability to convert inquiries into enrollments, ensuring sustained growth and success in the competitive education sector.



ABOUT KENYT.AI

Keny, 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 Assistants, CRM, and Service Desk, we drive businesses towards growth, efficiency, and engagement. With a vision for automation, Kenyt is at the forefront of revolutionizing industries through AI transformation.



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