

# The Biggest Fintech Brands Trust Haptik

"Excited to launch our partnership with JioMart in India. This is our first-ever end-to-end shopping experience on WhatsApp. People can now buy groceries from JioMart right in a chat."

**Mark Zuckerberg**  
Founder & CEO, Meta

**JioMart**

"Haptik has been pivotal in helping us explore the various engagement with an AI-powered chatbot, and giving us a competitive advantage in our mission to drive exceptional customer experiences at scale."

**Shrini Viswanath**  
Co-founder, Upstox

**upstox**

"KAYA, Kotak Life's AI-enabled virtual assistant, built along with Haptik, has helped improve customer servicing capabilities. Kotak Life is now resolving a large part of customer queries real-time 24/7."

**Kirti Patil**  
Sr. EVP, IT & CTO, Kotak Life

**kotak life**

## Why Partner with Haptik



### 10+ Years of AI Expertise

Haptik has been a pioneer in the field of AI for well over a decade, helping global brands unlock unprecedented success with our innovative solutions.



### Gen AI-First Product

Our Gen AI-first product & expert-driven implementation help our global partners stay ahead of the curve and deliver unparalleled customer experiences.



### Powerful Analytics

Gain triple advantage - analyze customer behavior, understand purchase patterns & double down on up-sell opportunities with our analytics platform.



Reach Out to Us at  
**enterprise@haptik.ai**  
[www.haptik.ai](http://www.haptik.ai)



# Build Lasting Customer Relationships Using **Generative AI**



Welcome to Fab Finance.  
Open your Demat Account today and unlock benefits on Rs. 5,000. No account opening charges.

[View Products](#)

### Chat Summary

Customer Sentiment : **Frustrated**

#### Summary:

The user is uploading the incorrect format of the documents for verification

Tags: **KYC** **Document Verification**



## How Haptik Drives Brand Growth

# 3X

Increase in lead gen

# 60%

Repeat orders on WhatsApp

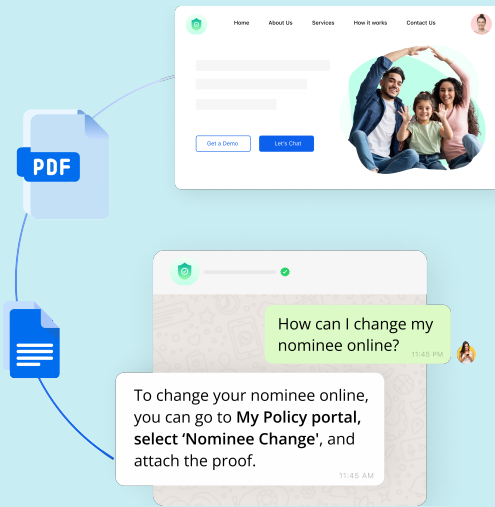
# 30%

Reduction in support tickets



## AI POWERED WEB Q&A

### Instantly Deploy a Gen AI Assistant

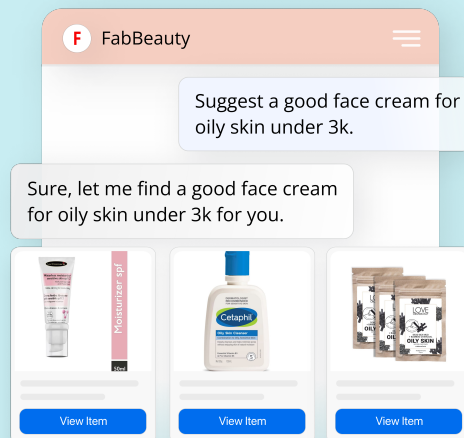


- ✓ Answer wide-ranging customer queries using Generative AI & fetch relevant information from your website.
- ✓ Generate dynamic responses by interfacing with CRM & web APIs.
- ✓ Resolve customers' pre and post-sales queries, and trigger loyalty.

## AGENT ASSISTANT

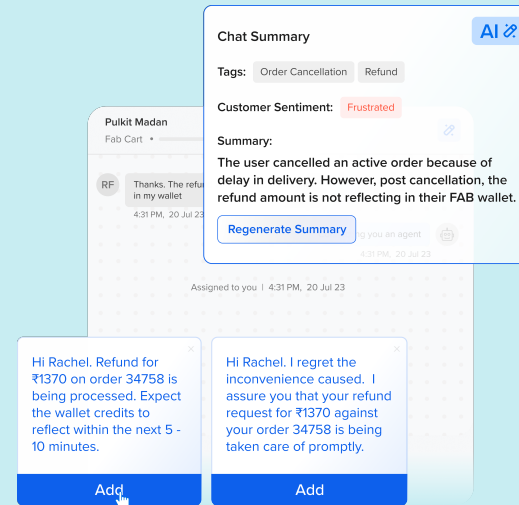
### Offer Contextual Responses to Complex Queries

- ✓ Improve support quality by asking clarifying questions, responding to FAQs, and offering personalized solutions.
- ✓ Offer conversational buying guidance through seamless product discovery and product recommendations.
- ✓ Escalate complex queries that require human intervention & offer satisfactory resolution.



## AGENT CO-PILOT

### Amplify Agent Efficiency



- ✓ Equip agents with AI-powered chat suggestions and summaries to resolve queries based on customer sentiment.
- ✓ Identify customer intent with Generative AI and tailor responses for a seamless customer experience.
- ✓ Use contextual agent inbox to manage incoming messages from across channels and jump in for timely resolution.

## INTELLIGENT ANALYTICS

### Track Metrics That Truly Matter

- ✓ Get custom-built analytics dashboards that offer 360-degree view to make data-driven decisions.
- ✓ Improve bot and agent performance by tracking relevant metrics to bridge gaps in customer support.
- ✓ Use analytics to drive superior customer outcomes & improve retention.

