

How Irving Taxes utilized AI-powered Business Assistant to gain customers?

A COGNIAIM BUSINESS ASSISTANT CASE STUDY

- 📊 300 + lead generated by CogniAIm Business Assistant monthly
- 📊 250+ customer appointments booked through CogniAIm Business Assistant monthly
- 📊 300 + queries answered daily
- 📊 Only 15.00 % of queries redirected for human assistance daily

Irving Taxes has been providing professional tax services for over 20 years. They are Dallas-Fort Worth, Texas based organization, but they have clients all over the country. They created a nice website that had all the information about their business, but this was not enough for customers.

Finding information was a difficult task, as they had to navigate through multiple webpages to obtain a piece of information. This increased the time taken to search information and affected user's experience. A good volume of visitors was coming to the website but the business was not getting enough leads. The business wanted a solution that can make their prospective client's experience effortless and satisfying.



The Challenges they had



- 📌 To find a specific information visitor had to go through multiple pages, this increased the time taken to search. The assistant answer along with a link to the specific webpage for further details.
- 📌 The number of visitors on the website was high, but the lead conversion through the website was low.
- 📌 The company's employees were spending their valuable time in responding to queries, rather than performing actual work which required human expertise.

The Solutions we gave

We provided Irving Taxes with a solution to overcome the challenges they were facing: CogniAlm Business Assistant. The Business Assistant made a mesmerizing first impression for the business by assisting the visitors through interactive conversations.

The Assistant answered queries related to Irving Taxes and the services they provide. CogniAlm Business Assistant helped Irving Taxes in engaging the prospective customers and converting them into happy customers. Here are some excerpts from real-time conversations.



- CogniAlm Business Assistant informed visitors about the business and offered services, in a conversational way. This provided visitors with an easier approach to obtain the information they needed.**

Visitor: *Hi*

Assistant: *Hello, welcome to the CompuTech tax service. We provide professional tax services for personal and small businesses. I can talk about our services, set up appointment, or connect to an agent.*

Visitor: *Tell me about your services.*

Assistant: *Our services include Taxes Filings, Payroll, ITIN.*

Visitor: *Do you file personal taxes?*

Assistant: *Yes, we do offer services in Personal Taxes.*

- CogniAlm Business Assistant booked customer appointments without human-aid. This simplified the process of booking an appointment for customers.**

Visitor: *I want to schedule an appointment?*

Assistant: *What is your phone number?*

Visitor: *987654321*

Assistant: *What is your name?*

Visitor: *Jim*

Assistant: *Welcome to Computech Jim. What day is good for the appointment?*

Visitor: *Today*

Assistant: *Can I know the time for the appointment?*

Visitor: *5 in the evening*

Assistant: *Continue with today at 5 in the evening as your appointment slot?*

Visitor: *Yes*

Assistant: *Got it. I have your appointment scheduled for Thursday, February 6 at 5 PM. See you soon.*




 Business Assistant answered the queries of a visitor, while engaging them in an interactive conversation. These conversations made visitor's experience pleasant, which eventually generated new leads.

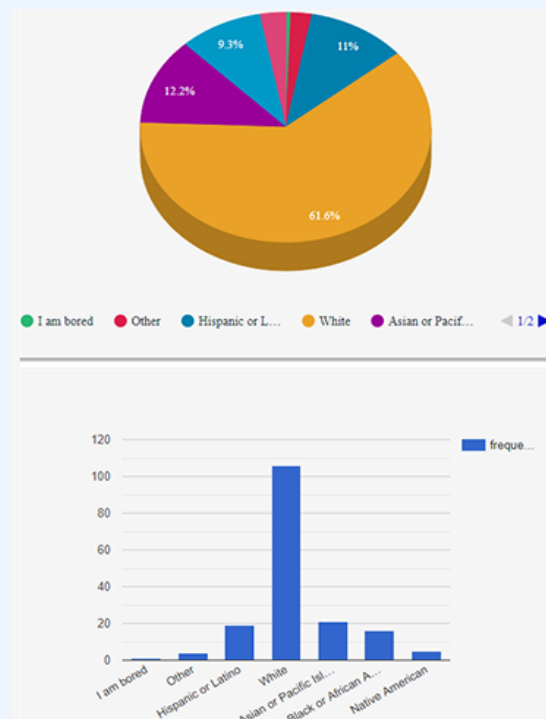
Visitor: *Who are you?*

Assistant: *I am a CompuTech Assistant. I can talk about our services or set up appointments, or connect to an agent.*

The Results we reaped together

When we perform a task, we wish for certain results. When Vaping Texas implemented CogniAIm Survey Assistant as the solution, they also had certain expectations for the result. And CogniAIm Survey Assistant fulfilled all the expectations. It proved to be the right tool for Vaping Texas to conduct an online conversational survey with teenagers being their targeted audience.

-  The conversational way of surveying attracted a large number of responses from teenagers.
-  The fun-conversation increased the attention span of teenagers and made them complete the survey.
-  The data collected by them was of great quality, as happy and acknowledged respondents submitted the responses wholeheartedly.



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CogniAIm Business Assistant Case Study

Smart Assistant for your Business

Available
On



Web



Mobile



Voice



WhatsApp

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