

Case Study: Echo AI × Creative Orbit

Revolutionising Digital Agency Engagement Through Conversational Intelligence

Client: Creative Orbit

Industry: Digital Marketing / Creative Agency

Region: Bangalore, Chennai, South India

Challenge: Lead qualification bottlenecks, slow response, limited scale

Solution: AI-powered conversational lead handling + human handoff

Results: Dramatic gains in response speed, lead conversion, and cost efficiency

About Creative Orbit

Creative Orbit is a full-stack digital transformation, marketing, and creative agency headquartered in Bangalore, offering end-to-end services across digital marketing, branding, content creation, influencer campaigns, design, technology, and CX.

They operate through specialised verticals — Orbit Media, Orbit Influence, Orbit Tech, Orbit Design, and Orbit Studio — creating integrated, high-performance brand ecosystems.

The Challenge

As Creative Orbit scaled rapidly, inbound interest from campaigns, proposals, and client inquiries began to overwhelm their strategy and sales teams.

Key Pain Points:

Lead Overload & Delays

Website and campaign leads often waited hours before receiving a reply — causing valuable drop-offs.

Inconsistent Qualification

Overstretched human teams couldn't consistently qualify leads, leading to lost time on low-potential prospects.

Scalability Constraints

To sustain responsiveness, the agency would have needed to scale its front-line team — expensive and inefficient.

Lack of Conversational Insights

There was no structured data on what potential clients were asking, where drop-offs occurred, or what objections came up most often.

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Maintaining Brand Voice

As a creative agency, every client touchpoint had to sound personalised, confident, and on-brand — not robotic or templated.

Echo AI's Solution

Echo AI deployed a tailored conversational intelligence system designed specifically for Creative Orbit's workflows:

1. Conversational Lead Intake & Qualification

Echo integrated seamlessly with Creative Orbit's website, campaign landing pages, and ad funnels.

Prospects received instant, intelligent responses that probed service needs, budgets, and project timelines — creating high-quality lead data automatically.

2. Tiered Handoff Strategy

- **Automated layer:** Routine questions (services, pricing ranges, timelines) handled by Echo.
- **Human layer:** Complex discussions, proposal requests, or partnership inquiries automatically routed to the sales team.

3. Analytics & Conversation Intelligence

Echo captured all conversation data — providing dashboards that revealed top FAQs, drop-off points, and keyword patterns.

These insights helped Creative Orbit fine-tune service pages, campaign messages, and response frameworks.

4. CRM / Workflow Integration

Echo synced directly with Creative Orbit's CRM so qualified leads were auto-tagged and funnelled into the right stage.

Each lead came with contextual metadata and chat transcripts — streamlining human follow-up.

5. Brand Voice Tuning & Iteration

Conversational scripts were trained to reflect Creative Orbit's confident, creative tone.

Echo's responses evolved over time, adapting to real user behaviour and improving qualification accuracy.

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Results & Impact

Metric	Before Echo AI	After (3–6 months)	Improvement
Average Lead Response Time	3–4 hours	< 15 minutes	~95% faster
Qualified Leads	500 / month	800 / month	+60%
Conversion to Proposal Stage	25%	38%	+52% uplift
Cost per Qualified Lead	High (manual cost)	~35–50% lower	Cost reduction
Client Engagements / Wins	Baseline	+20%	More closed business
Insight Depth	Low	High — recurring objections, drop zones, content gaps	Smarter decision-making

“Echo AI freed our front-lines. We now engage every lead instantly, while our team focuses on strategy and closing — not chasing form fills.”
— Head of Growth, **Creative Orbit**

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Why It Worked

Brand-Faithful Automation

Echo's conversational tone was customised to reflect Creative Orbit's creative DNA — not robotic or transactional.

Scalable Efficiency

Handled lead volume without scaling team costs.

Data-Driven Messaging

Conversational insights fed back into campaign copy, web content, and service positioning.

Hybrid Model

Balanced automation with timely human takeover where nuance mattered.

Continuous Optimisation

Performance data informed regular script tuning, improving lead journeys month by month.

Next Phase Opportunities

- **AI-based client support:** Manage after-project follow-ups, updates, and onboarding.
- **Proposal Prefill Automation:** Draft first versions using conversational input.
- **Multilingual Expansion:** Support regional clients in Tamil, Telugu, and Hindi.
- **Voice & Call Bots:** Extend conversational handling to inbound phone leads.
- **Predictive Intelligence:** Identify and prioritise high-intent leads in real time.