| Organisation Name | Use Case Description | Type of Use Case |
| --- | --- | --- |
| Samagra | Samagra uses JKB to identify eligible beneficiaries for the old-age pension scheme. The AI agent verifies eligibility by asking about age, income, and existing pension benefits, then provides information on how to apply. The goal is to gather data on potential beneficiaries and guide them through the application process. | Eligibility Survey |
| Glance | Glance uses JKB to gather user feedback about its Android lock screen service. The objective is to understand how users engage with Glance, their likes, dislikes, and any potential areas for improvement. The survey is conducted in Hindi, ensuring a conversational and respectful interaction while collecting valuable insights to enhance user experience and service features. | User Experience Feedback |
| Sleepwell | Sleepwell uses JKB to gather customer feedback on foam products through a conversational survey in Hindi. The goal is to understand product preferences, usage patterns, and customer loyalty, without directly addressing the decline in orders. This feedback helps uncover potential reasons for degrowth and areas for improvement. | Customer Insight Feedback |
| Seeds India | SEEDS India uses JKB to assess the impact of monsoon floods on households in Assam. The survey aims to gather crucial data on family demographics, health, income, and the challenges experienced during the floods. This information enables the government and NGOs to offer more effective disaster relief and targeted support to affected communities. | Impact Assessment Survey |
| Haqdarshak | Haqdarshak uses JKB to verify if beneficiaries have received government benefits like Ayushman Bharat correctly and satisfactorily. The goal is to confirm the integrity of the service provided by agents and gather feedback on the beneficiary's experience | Service Delivery Verification |
| Meesho | Meesho uses JKB to conduct a survey to understand why users frequently open the app but don't place orders. The goal is to identify the main reasons for this behaviour, such as product quality, delivery issues, or app functionality, and gather insights to improve the user experience and boost order placements. | Behavioral Feedback and Usage Insights |
| Cityflow | Cityflo's uses JKB to help users with bus rental bookings by gathering key trip details like destination, number of passengers, and bus preferences. The goal is to provide a smooth and friendly experience while collecting all necessary information for the booking. This ensures users receive the best rental options and rates from Cityflo's team. | Customer Booking Assistance |
| BCG(JSW Paints) | JSW Paints use JKB to gather feedback from paint contractors about their experiences with the brand. The goal is to collect insights on customer types, business practices, and perceptions of JSW Paints, without explicitly stating this upfront. The information will help understand contractor preferences and improve the brand’s relationship with them. | Business Feedback |
| Arghyam | The Govt of Assam uses JKB to conduct feedback in Assamese and Bengali to gather feedback on water service delivery under the Jal Jeevan Mission. The objective is to capture customer satisfaction through a mix of yes/no and open-ended questions. A hybrid model using AI for simple queries and human agents for complex feedback is proposed to optimise costs and efficiency. | Service Delivery Feedback |
| Unriddle Technology | Unriddle uses JKB to gather post-discharge feedback from patients about their hospital experience. The AI voice agent will collect insights on the admission process, interaction with doctors and nurses, hospital facilities, and overall satisfaction. This feedback will help improve hospital services and patient care quality | Patient Satisfaction Feedback |
| National Health Authority | The National Health Authority (NHA) wants to use **JKB** to collect patient feedback at scale through Personal Health Record (PHR) apps. The goal is to gather real-time insights on healthcare service quality by enabling patients to share their experiences via AI-driven phone calls. This feedback will help improve accountability and service delivery across hospitals and health centres. | Healthcare Service Feedback |