



ResolveCX

Resolve. Retain. Repeat

Pitch Deck



Our Mission:

To empower every business from fast-growing startups to emerging SMEs with intelligent, conversational AI that simplifies commerce, elevates customer experiences, and turns every interaction into opportunity. At ResolveCX, our mission is to bridge the gap between technology and empathy, ensuring businesses can deliver human-like, multilingual, and data-driven support that builds trust, drives loyalty, and grows revenue.

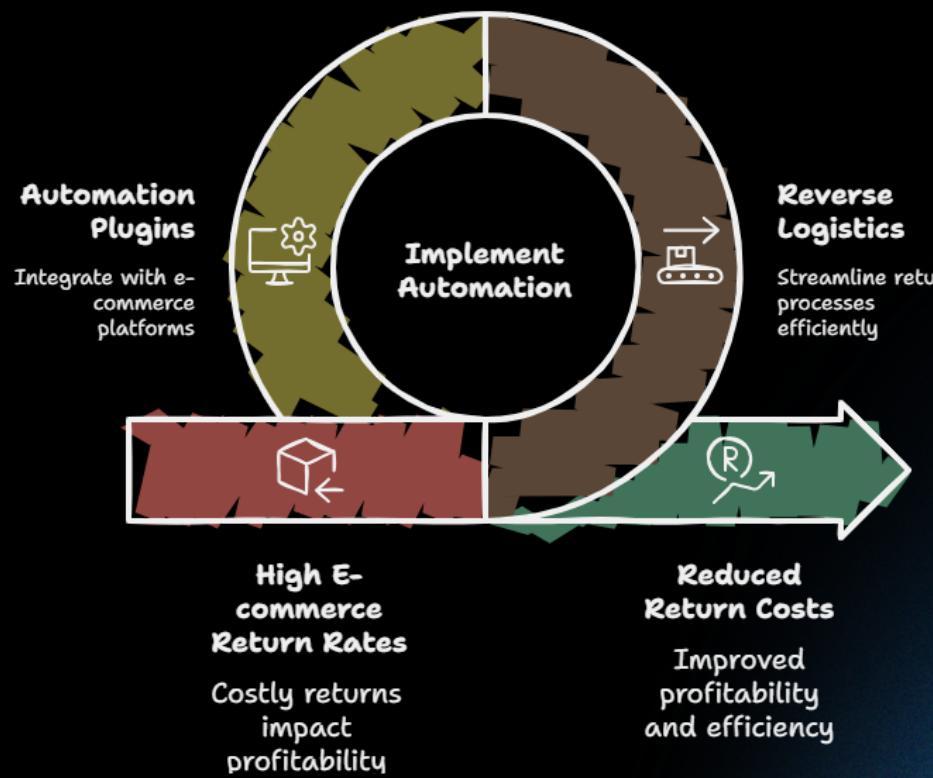
“ResolveCX aims to become the default customer experience backbone for Indian SMEs and global D2C brands”



Problem Statement

Small and medium enterprises (SMEs) struggle to deliver efficient, consistent, and affordable customer experiences across both pre-sales and post-sales stages. Existing solutions are fragmented, traditional support systems are **costly** and **manual**, while most chatbots are generic, **text-only**, and lack contextual understanding. This results in poor lead conversion, delayed responses, and dissatisfied customers.

Automating Post-Purchase Returns in India



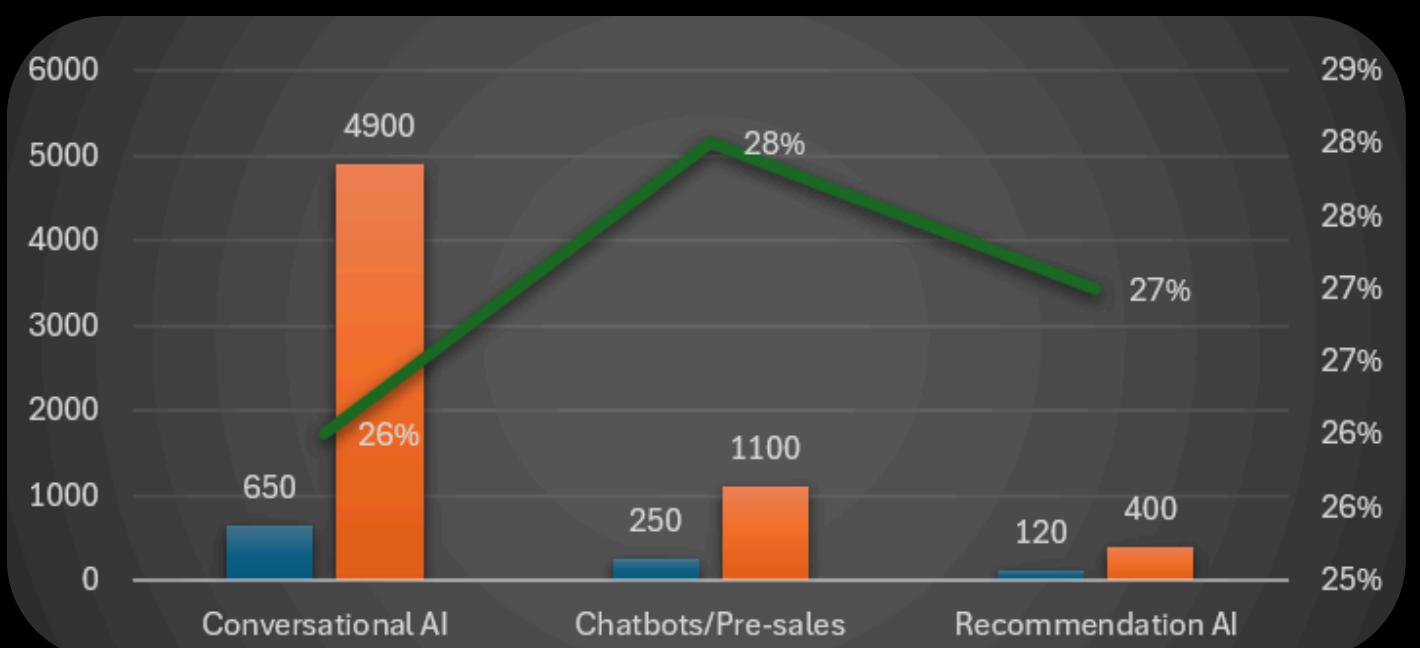
Pre Sales Challenges

- Absence of intelligent product guidance: Customers lack interactive chat support to discover suitable products based on preferences or requirements.
- Limited personalization: Current tools fail to tailor recommendations using purchase history, browsing behavior, or intent data.
- No real-time engagement: SMEs miss out on proactive interactions such as upselling, cross-selling, or lead nurturing during browsing sessions.
- Inefficient lead capture: No automated system exists to qualify leads, collect key data, or seamlessly integrate with CRM systems.
- Low conversion support: Absence of pre-sales bots to handle queries like product comparison, pricing clarification, or availability checks.

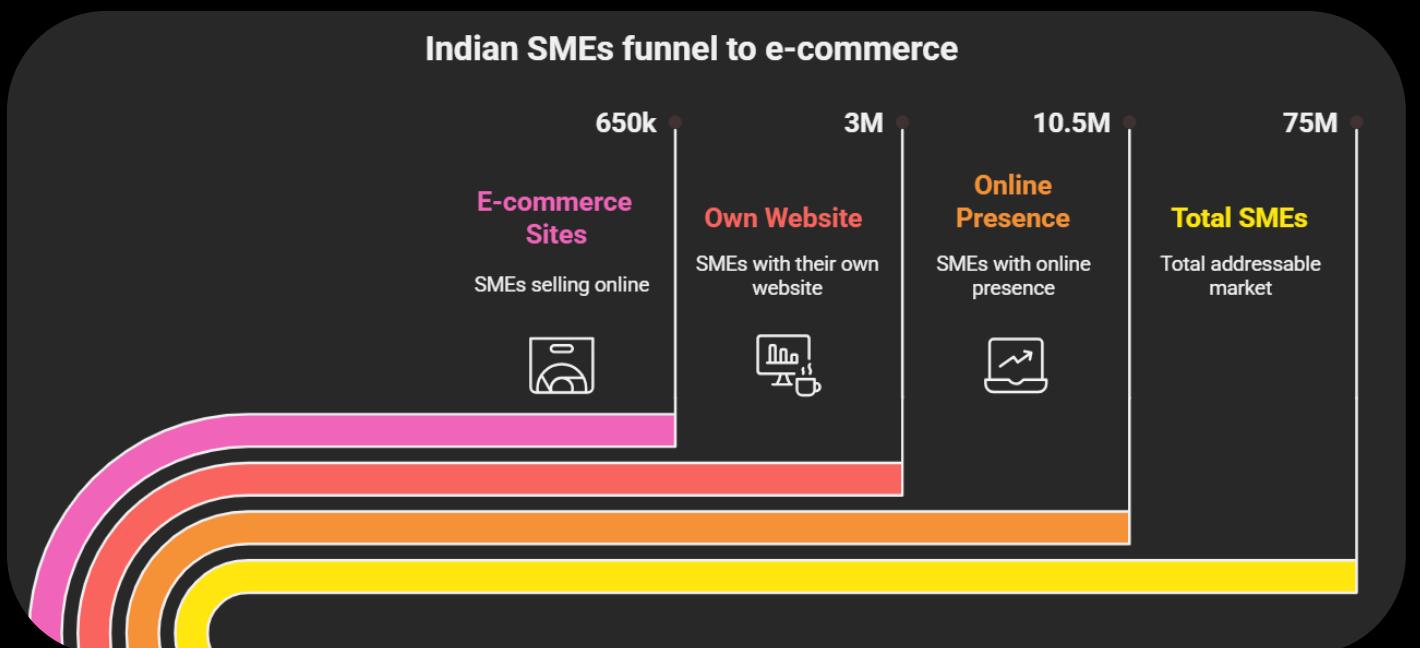
Post Sales Challenges

- Repetitive query handling: Human agents are burdened with frequent queries related to order tracking, refund policies, cancellations, and returns.
- Lack of automation in resolution: Most SMEs lack AI-powered systems to automate ticket categorization and resolution workflows.
- No real-time database access: Chatbots are often disconnected from internal systems (inventory, ERP, CRM), causing delays and inaccuracies in responses.
- Inconsistent customer experience: Responses vary across agents and platforms, reducing customer trust and satisfaction.
- High operational costs: Maintaining 24x7 human support is expensive and unscaleable for SMEs.

Market Overview

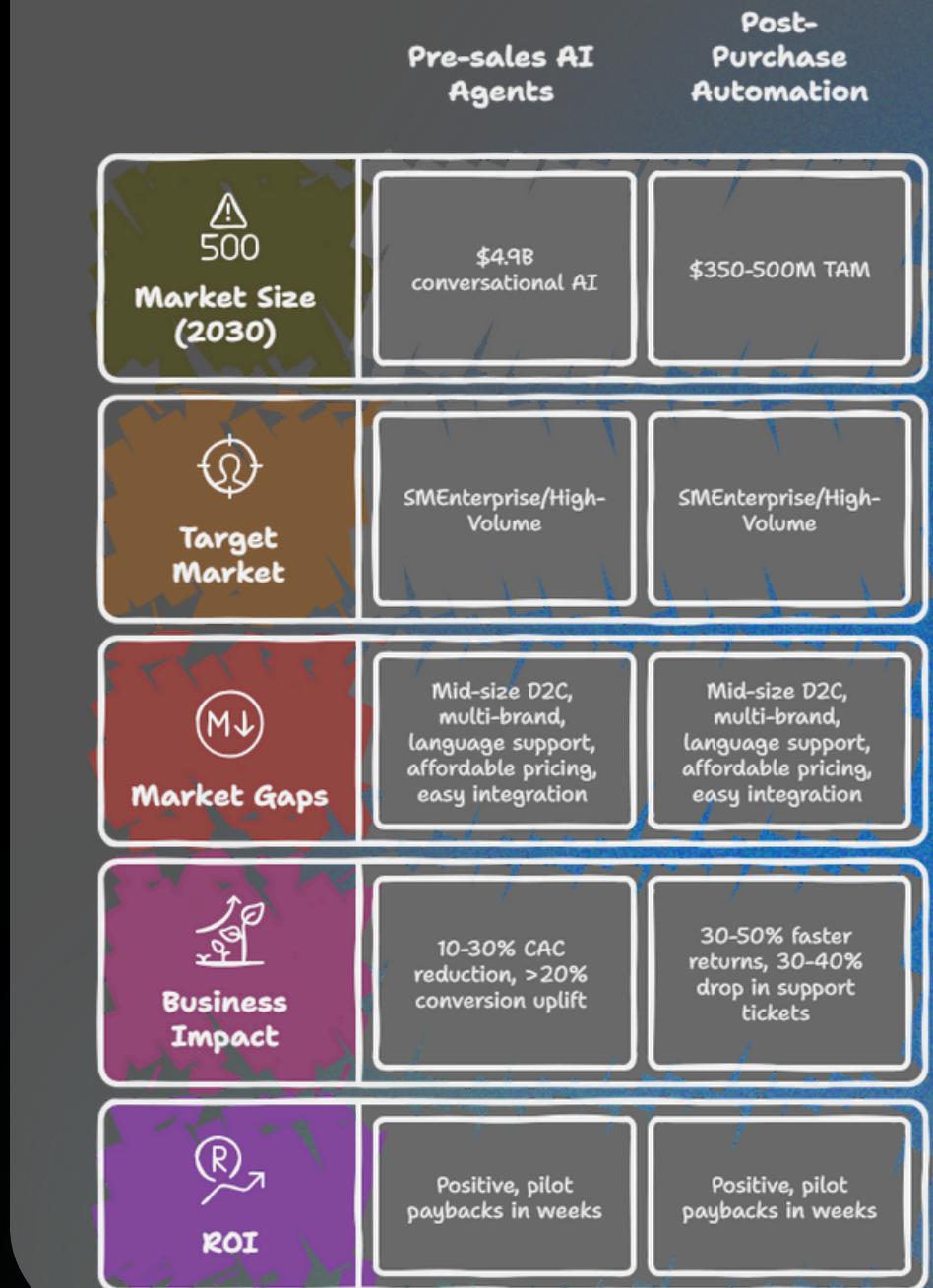


Market Size: India's conversational AI market = ₹38.1Bn (2024) → ₹152Bn (2030) at 26.2% CAGR
Gap Opportunity: 90% of SMEs priced out by enterprise solutions (₹2L-5L/month)
Pain Point: 30-40% fashion return rates costing ₹12B+ annually
Distribution: 596M WhatsApp users (world's largest base)



India has over 75 million SMEs, but only 40% have any online presence, around 14% own a website, and less than 5% operate their own e-commerce store—showing a huge gap in digital adoption and opportunity for growth

AI Commerce Agents: Impact and Market Gaps



Pre-Sales Plan



➤ Intelligent Product Discovery

- AI-powered assistant helps visitors discover, compare, and select products based on preferences (e.g., style, price, skin type, or usage).
- Increases engagement and reduces choice overload in high-SKU categories like fashion, beauty, and electronics.

➤ Conversion-Driven Conversations

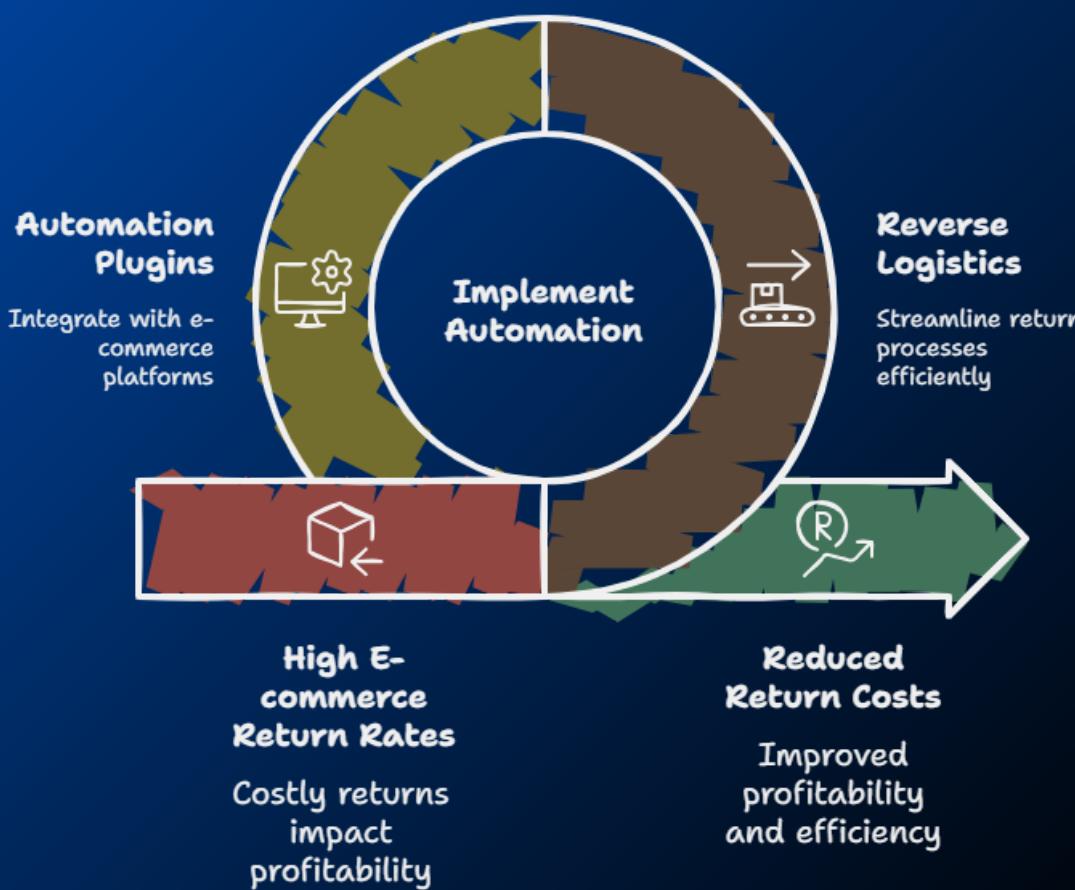
- Conversational interface guides customer journeys — from query to “Add to Cart” — across chat, WhatsApp, or embedded website widgets.
- Enables real-time offers, lead capture, and checkout initiation seamlessly within chat

➤ Smarter Lead Qualification & Personalization

- Collects pre-checkout customer data (email, phone, preferences) and syncs it with CRM or marketing tools.
- Uses behavioral analytics to personalize recommendations and improve conversion rates by 15–30%.

Post-Sales Plan

Automating Post-Purchase Returns in India



➤ Smart Returns, Exchanges & Refunds

- Automates the full post-purchase journey — from policy validation to refund confirmation — in one AI-driven workflow.
- Direct integrations with logistics and payment systems ensure instant return labels, reverse pickups, and refund tracking.
- Reduces manual support and refund time by 30–50%, improving customer trust and retention.

➤ Proactive Communication & Self-Service Support

- AI notifications via WhatsApp, email, and chat keep customers informed on order status, delivery, and return updates in real time.
- Enables 24/7 automated response for FAQs, order tracking, and issue resolution.
- Lowers customer support tickets by up to 40% while maintaining consistent brand voice.

➤ Feedback Intelligence & Retention Engine

- Collects post-delivery feedback and reviews automatically, detecting sentiment to identify repeat or at-risk customers.
- Converts every return and feedback loop into actionable insights that enhance future product and CX decisions.
- Drives 10–15% higher repeat purchase rates through smart re-engagement and loyalty triggers.

Simple Transparent Pricing.

STARTER

\$12/mo

- Basic FAQ chatbot (text-based)
- 24/7 automated customer replies
- Up to 500 customer interactions/month
- Basic analytics dashboard
- Email support
- No-code web widget for easy embedding

 Goal: Let small businesses try automation at low risk.

BUSINESS

\$30/mo

- All Starter features
- AI-powered product recommendations
- Multilingual support (up to 3 languages)
- Basic RAG access (connect to internal docs / policy DBs)
- CRM & order tracking integration
- Priority email & chat support
- Up to 5,000 interactions/month

 Ideal for e-commerce or service SMEs that handle 50-100 chats/day.

Team

\$60/mo

- All Business features
- Voice-to-Text and Voice-to-Voice AI interactions
- Human-in-the-loop for review and escalation
- Advanced analytics (customer insights, satisfaction metrics)
- Integration with WhatsApp, Slack, and website
- Up to 5,000 interactions/month
- Dedicated account manager

 Target: Businesses with moderate support load and need hybrid AI-human handling.

Enterprise

\$120/mo

- All Team features
- Custom RAG setup (real-time access to internal databases)
- Custom workflows & APIs
- Advanced security & compliance (SOC2, GDPR-ready)
- Multi-agent orchestration
- Unlimited languages & conversations
- Dedicated AI training & optimization support
- 24/7 technical support

 Tailored solution for high-traffic companies or those integrating multiple data sources.

Key Performance Indicators (KPIs) and Competitive Positioning

KPI	Target / Range
MRR	₹2K – ₹30K+
CAC	₹5K – ₹8K
Churn Rate (Monthly)	<4%
LTV (3-year)	₹50K – ₹8L
LTV:CAC Ratio	≥3
Payback Period	2–4 months
Conversion Uplift	+15–30%

	Monthly Revenue per Customer	Variable Cost	Contribution Margin	Customers to Break-Even*
Basic	₹2,000	₹200	₹1,800	250
Starter	₹5,000	₹500	₹4,500	100
Growth	₹15,000	₹1,500	₹13,500	33
Enterprise	₹30,000	₹3,000	₹27,000	17

Provider	Entry Price	Our Advantage
Your Startup	₹2,000	Lowest entry price in market
Yellow.ai	₹50,000+	We're 25x more affordable for SMEs
Zoho SalesIQ	₹5,000	We include return automation; they charge extra
Freshworks	₹40,000+	We're 20x cheaper with localized features
Drift	~₹5,000	Better India-market fit, multi-language native support



Thank You.