🤝 **Case Study: B2B SaaS Platform for HR Tech**  
**AI Agents That Empower Sales, Not Just Support**

**The Challenge**  
A B2B HR-tech company faced a common but painful problem: its sales reps were drowning in admin. Responding to repetitive pre-sales queries, fetching documentation, qualifying leads—all slowed down high-value conversations. They needed more than just a chatbot—they needed digital teammates.

**Our Approach**  
We deployed a **Sales Enablement AI Agent** stack that supported SDRs and AEs throughout the funnel. Key capabilities:

* Auto-responded to Tier-1 queries on pricing, integrations, and compliance
* Qualified inbound leads in real-time using conversational forms and CRM syncing
* Provided on-call battlecards and rebuttal suggestions during live chats
* Generated personalized follow-up emails based on chat transcripts

Everything was integrated with HubSpot and Slack for seamless workflows.

**The Outcome**  
✅ Reduced average response time from 18 mins to 3 mins  
✅ Boosted qualified lead conversion by 31%  
✅ Saved ~12 hours/week per rep on admin tasks  
✅ Enabled round-the-clock lead handling—without expanding headcount

These weren’t just “bots.” They were trained, trackable, and trusted digital colleagues.

🧾 **Case Study: Fintech Product for Invoice Reconciliation**  
**Autonomous AI Agents for Backoffice Automation**

**The Challenge**  
A fintech firm managing invoice reconciliation for 200+ SMEs was overwhelmed with unstructured data. Human agents were manually matching invoices to POs, flagging anomalies, and chasing clients for clarifications—costing time, accuracy, and client satisfaction.

**Our Approach**  
We designed an **Autonomous Reconciliation Agent** that handled:

* Ingestion of PDFs, emails, and spreadsheets from clients
* Cross-referencing invoices with internal PO systems using fuzzy logic
* Escalating unclear cases with suggested resolutions
* Generating audit trails and pushing updates to Tally and Zoho Books

We also gave the agent short-term memory to retain client-specific billing quirks and rules.

**The Outcome**  
✅ Automated 85% of reconciliation volume with 97.6% accuracy  
✅ Reduced backlog from 9 days to less than 24 hours  
✅ Increased client satisfaction and shortened payment cycles  
✅ Allowed human finance teams to focus on strategic exceptions, not data drudgery

A true behind-the-scenes operator—reliable, precise, and tireless.

🎓 **Case Study: Online EdTech Platform**  
**AI Teaching Assistants That Scale With Learners**

**The Challenge**  
An edtech company offering live and recorded technical courses struggled to scale student support. Their human TAs were overwhelmed during peak hours, and student engagement dipped in self-paced modules due to lack of real-time feedback.

**Our Approach**  
We deployed **AI Teaching Assistants**, each specialized by course domain (Python, DSA, Web Dev), capable of:

* Answering course-related queries with code snippets, explanations, and links
* Reviewing submitted assignments and providing rubric-based feedback
* Proactively nudging students who were falling behind or stuck
* Facilitating weekly community discussions using auto-summarized Q&A logs

We also tracked engagement signals to personalize agent tone and support style per learner.

**The Outcome**  
✅ 58% improvement in student assignment completion rates  
✅ Reduced dropout rates by 22% in self-paced courses  
✅ Handled 93,000+ queries in the first 3 months with >94% positive feedback  
✅ Enabled instructors to focus on high-level mentorship, not repetitive doubts

These AI agents weren’t just support—they were strategic force-multipliers for personalized education at scale.