



Just Ping

## The Problem: Friction in Revenue & Recruitment

 Cart Abandonment

**₹18,000 crore**

lost annually due to cart abandonment

 Frontline Workforce

**Up to 25%**

monthly churn in q-commerce & logistics

 Language Preference

**57%**

of internet users prefer vernacular content

 Tool Fragmentation

**Multiple Tools**

managed by brands without unified ROI dashboard



# Just Ping: The Native Vernacular Solution for D-Commerce

*"Revenue + Recruit" platform that drives sales and hires frontline workers for India's mid-market brands*

## Frontline Recruitment

### Vernacular Sourcing

- ✓ Multi-language engagement
- ✓ Streamlined KYC verification
- ✓ Automated onboarding process
- ✓ Localized communication

 Reduces frontline workforce churn

## Conversational Commerce

### 1-Tap UPI Checkout

- ✓ Payment integration in chats
- ✓ AI-powered upsell recommendations
- ✓ Runs inside WhatsApp
- ✓ Meta integration ready

 Reduces cart abandonment

## Real-time Dashboards

### Unified Analytics

- ✓ Track revenue per chat
- ✓ Monitor hires per lead
- ✓ Qualification metrics
- ✓ Consolidated ROI tracking

 Replaces multiple fragmented tools



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## Smarter AI Solutions at Scale

Beyond chatbots — intelligent conversational agents that truly understand what your users want to say.

### GenAI Chat Agents

Scale workforce solutions with AI that understands complex user queries and delivers meaningful responses.

💡 Intent recognition with natural conversation

### Multilingual Support

Communicate in 9+ Indian languages with natural responses, breaking down vernacular barriers.

💡 Connect with 57% who prefer native language

### WhatsApp Integration

Messages that get understood, acted on, and followed through—on a platform your workforce already uses.

💡 No new app downloads required

### Precision at Scale

Reach thousands with personalized experiences in one broadcast—without sacrificing quality.

💡 Template-approved messages that drive engagement

[www.justping.ai](https://www.justping.ai)

## Key Capabilities & Measurable Impact

### Precision Broadcasts at Scale

Send personalized, compliant WhatsApp messages to thousands instantly

### Conversational AI That Gets It

Recognizes intent and responds naturally in real time

### Smart Follow-ups & Nudges

Track engagement and trigger the next best action automatically

### Multilingual, Multimodal Reach

Support for 9+ Indian languages with integrated web links

**11M+**

Conversations

**65K+**


Opportunities


**9+**

Indian Languages

### Built for high-volume use cases:

 Job alerts & shifts

 GIG employee engagement


 Pre-screening interviews


 Onboarding journeys

 Attendance & payouts

 Customer & ticketing

 Training updates

 Upselling conversations

 Field surveys

## Power Through MCP with Omnichannel Tooling

### Channel Orchestration & Dynamic Routing

Unified API & console to orchestrate WhatsApp, Instagram DM, SMS, Email & Web Chat  
Automatic fallback channels, retry queues, priority rules & load-balancing

### No-Code Flow Builder & Template Library

Drag-and-drop conversation designer, rich-media templates  
Quick replies & broadcast campaigns

### Advanced Analytics & Segmentation

Live campaign metrics, A/B testing  
Audience segmentation & throughput monitoring

### Credit-Based Messaging & Cost Controls

1 credit per outgoing message + minimal provider fees  
Spend caps, budget alerts & granular billing dashboards

### Real-Time Webhooks, REST APIs & SDKs

Event-driven integrations, delivery receipts  
Two-way CRM/ERP sync

### Enterprise Console & Governance

Self-service channel provisioning, role-based access  
Audit logs & SLA-backed uptime

## Enterprise-Grade **Hybrid RAG** & Knowledge Management

### Hybrid Retrieval-Augmented Generation

Semantic vector search + precise keyword/SQL queries for ultra-accurate AI responses

- ✓ Reliable, factually grounded answers

### Custom Knowledgebases per Agent

Ingest internal docs, user uploads & live web-scraped content with ACLs & encryption

- ✓ Secure, role-specific knowledge access

### Embedded in MCP Orchestration

Deliver KB-driven answers directly in conversation flows and channel templates

- ✓ Seamless integration with existing tools

### Ingestion → Curation → Approval Workflows



Automated Ingestion



Manual Review Gates



Version Control



Full Audit Trails

### Business Impact

**50%**

Faster Response Times

Immediate answers without wait

**40%**

Fewer Escalations

Resolve issues at first touch

**100%**

Consistent & Compliant

Answers with every interaction



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## Ready to Connect?

### Get in Touch



Website

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### Partner with Us

Discover how Just Ping can transform your revenue generation and frontline recruitment with our AI-powered conversation platform.

- ✓ Personalized demos tailored to your industry
- ✓ Integration assessment for your existing systems
- ✓ Custom ROI calculation for your business

 [Schedule a Demo](#)

*"You don't need to decide between quantity and quality when you can have both."*