Case Study Report – AI Growth Roadmap

# Context

A new toy company (products: Toy Cars, Fur Toys, Toy Games) wanted to improve marketing ROI and customer care performance. Financial backers requested an AI-enabled growth plan.

# Case Study in Tabular Format

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| Company Background | New toy company targeting 2–12 yrs age group; 3 product categories. |
| Challenge (Ads) | ₹20L ad budget; 71% spent; ROI only 0.8x; Toy Cars underperforming. |
| Challenge (Care) | 12 inexperienced staff; response time 5 min; FCR 60%; drop-off 18%. |
| AI Interventions (Ads) | Real-time budget reallocation, predictive targeting, AI A/B creative testing, ROI dashboards. |
| AI Interventions (Care) | AI training simulator, central knowledge base, live suggestion engine, sentiment analysis. |
| KPIs (Baseline → Target) | ROI: 0.8x → 1.2x+; Ad revenue: ₹11.5L → ₹18L; Response time: 5 min → <2 min; FCR: 60% → 85%; Drop-off: 18% → <5%; CSAT: +30%. |
| Budget | Ads: ₹10L, Care: ₹7L → Total ₹17L. |
| Timeline | 12 weeks (Phase 1 Pilot, Phase 2 Rollout, Phase 3 Optimize & Report). |
| Risks & Mitigation | Over-automation (add human oversight); robotic tone (empathy training); data privacy (role-based access). |

# Case Study in JSON Format

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 "case\_study": {  
 "company": {  
 "industry": "Toy Manufacturing",  
 "products": ["Toy Cars", "Fur Toys", "Toy Games"],  
 "target\_age": "2-12 years"  
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 {"risk": "Robotic tone", "mitigation": "Empathy training + QA reviews"},  
 {"risk": "Data privacy", "mitigation": "Role-based access, PII minimization"}  
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 "expected\_outcome": "Improved ROI, reduced waste, faster responses, higher satisfaction."  
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