What if you could be in multiple places at once—answering every question, guiding every process, and supporting every team member, 24/7?

The Situation

Karanji's leadership team was spending over 15 hours each week on repetitive conversations. The CEO handled the same company introductions and service explanations multiple times daily. The Solution Architect repeated similar consultations about AI implementation across different sectors. Both executives answered identical questions from potential clients, partners, and internal teams' week after week. This pattern is common across growing organizations. Subject matter experts become bottlenecks when their knowledge is needed everywhere at once. Teams wait for answers. Decisions slow down. High-value strategic work gets pushed aside for routine explanations. Think of it like a master chef who spends all day explaining recipes instead of creating new dishes. The knowledge exists, but the delivery method limits its reach and impact.

The Challenge

The core problem went beyond simple time management. Karanji needed to maintain the authentic expertise and communication style of their leaders while scaling their availability. Generic chatbots or FAQ documents wouldn't work. Clients expected personalized insights specific to their industry, whether healthcare, aviation, or logistics. The organization faced four specific obstacles:
First, initial client consultations required senior leadership involvement but followed predictable patterns.
Second, internal teams needed consistent access to executive guidance without scheduling delays.
Third, the company operated across multiple languages and time zones.
Fourth, every hour spent on routine questions meant less time for strategic initiatives and specialized client work.
The solution had to preserve the nuanced understanding that comes from years of experience while making that expertise instantly accessible to anyone who needed it.

Our Solution

Karanji created digital clones of their CEO and Solution Architect. These aren't simple chatbots or automated response systems. They're sophisticated digital representations trained on actual video and audio from the executives themselves.
The CEO's digital clone handles company introductions, explains service offerings, and discusses potential solutions for business challenges. It maintains Prakash's conversational style and business perspective in every interaction.

The Solution Architect's clone provides specialized guidance on AI implementation. It answers complex questions like how a healthcare provider can automate customer service while maintaining compliance. It generates customized frameworks and actionable templates based on real project experience across aviation, healthcare, oil and gas, logistics, and education sectors.
Both clones operate in 32 different languages including regional ones such as Arabic, Afrikaans and French. Users can type or speak their questions and receive immediate, contextual responses any time of day.

How We Did It

The development process took several months and followed a structured approach. The team first collected extensive video and audio recordings of both executives in various professional contexts. This included client meetings, internal discussions, presentations, and problem-solving sessions.
Next, they analysed communication patterns, common questions, and response frameworks used by each executive. This helped identify the core knowledge areas and conversation flows that needed replication.
The technical implementation involved training the digital clones on this data while preserving each person's unique perspective and expertise. The team built in sector-specific knowledge bases covering healthcare, aviation, logistics, and other industries Karanji serves.
Quality assurance involved testing the clones with real scenarios from past client interactions. The team refined responses until the digital versions could handle complex, multi-part questions with the same depth as the original executives.
The final step integrated these clones into accessible platforms where clients and team members could interact through voice or text interfaces.

Impact at a Glance

The digital clones produced measurable improvements across multiple areas of the business.

Prakash's CEO clone freed up 30% of his weekly calendar. Those recovered hours now focus on strategic partnerships and business development rather than repetitive introductions.
Srikant's Solution Architect clone reduced solution development turnaround time by 50%. Teams get immediate answers to technical questions instead of waiting for scheduled meetings.

Client engagement increased as potential partners could explore solutions instantly without scheduling constraints. Internal teams report faster decision-making with 24/7 access to executive-level guidance. New employee onboarding became more consistent and efficient. Every new hire receives the same high-quality introduction to company processes and values, regardless of when they join or which office they work from. The multilingual capability opened new opportunities in regional markets were language barriers previously slowed business development. These results demonstrate how digital clones solve real operational challenges while preserving the human expertise and relationship-building that drive business success.