

Problem statement/objective

Arth offers credit products catering to the specific needs of BCs. Arth has found it difficult to engage i) New BCs when they visit the website to get more information on the credit offerings, or ii) Existing BCs when they enquire about services related to the credit product they have applied for. Arth wants MSC to help them design an interactive chatbot and audiobot experience to help engage and support BCs.

MSC's solution

We plan to create BC journey maps for:

- New BC's when they enquire about credit products, and avenues to map them to the Arth credit product most suitable for them.
- Existing BC customers around queries and specific support required by them

The above journey maps will also help Arth identify and design more intuitive chatbot and audiobot designs specifically targeting BCs. It will also help them tweak their current product and service offerings based on the ongoing interactions with these BC's

Key learnings and challenges

- The Arth team is currently in the very initial stages of designing and launching the chatbot and audiobot design, therefore the journey maps need to be simplified for implementation

Proposed targets / achieved targets

Indicators	Coverage	Result	Potential impact
# of agents	4000 agents	Awaited	<ul style="list-style-type: none">• Better traffic on Arth chatbot/audiobot and better revenue for Arth• Reduced queries and complaints by BC's around Arth products and services

Scale-up plan

- Arth plans to incorporate the customer journey maps into its chatbot and audiobot design and then plans to disseminate both mediums to its 13,000 agents
- Further lessons will provide us with insights on how we can help other providers use chatbot and audiobot as a medium to help engage and communicate with BCs effectively for better agent management



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