

Voiceback Analytics and Azure propel Cricuru.com to winning growth and savings

Cricuru.com is an educational technology venture that imparts world-class instruction for cricket, a sport with hundreds of millions of enthusiasts in India and beyond. The website needed a solution that could deliver customised CRM communications based on artificial intelligence (AI) and machine learning (ML) to their subscribers. Microsoft

partner Voiceback Analytics used Azure Data Factory, Azure Machine Learning, and Power BI to create a platform that could simultaneously send multiple customised communications to their user base. Implementation of the solution increased conversions, subscriptions, and usage on www.cricuru.com.



www.cricuru.com

AT A GLANCE

Customer: www.cricuru.com

Website: <https://www.cricuru.com>

Customer Size: Small (1 - 49 employees)

Country: India

Industry: Education - Higher Education

Products and Services: Microsoft Azure, Azure Data Factory, Azure Machine Learning, and Power BI



Voiceback Analytics, cricuru.com, & Microsoft Azure and Power BI

Customer Challenges

Visitors to cricuru.com have multiple rights and accesses depending on their subscription and usage. A visitor may register, verify, use trial packs, subscribe, watch videos, renew subscriptions, rate the content, acquire additional training combo packs, and/or recommend the portal to friends. Each of these steps is a separate customer journey, and each requires a separate email communication nudging the visitor towards becoming a loyal customer.

Partner Solution

Voiceback Analytics helped identify customer journeys via advanced analytics, then created a system that can send individual customised communications. Azure Data Factory was leveraged to read the back-end database and host the data in SQL Server for analysis in Power BI. The usage patterns were later analysed on Azure Machine Learning and utilized to recommend relevant content and subscriptions. A system was created—using AI, ML, and logic-based codes—that can send customised email communications to customers reflecting their individual journeys.

Customer Benefits

The system can now deliver multiple customised emails to cohorts of customers automatically. It also delivers offer codes for subscriptions, sends reminders of usage, recommends content for viewing, provides usage statistics to users, and engages them for cross-selling and upselling. The initiative has boosted both registrations and average sales for Cricuru.com by more than 25 percent, and increased conversions by more than 20 percent. The system also has reduced time spent on the venture's customer resource management (CRM) and saved costs.



Increase in registrations and conversions: Improved store performance metrics increase digital marketing return on investment.

Improved cross-selling and upselling in e-commerce: Implementing AI and ML recommendations boosts cross-selling and upselling abilities to grow sales.

Saving work and costs via well-planned CRM: Automation via AI and ML—as well as rule-based logic—brings efficiency to CRM at reduced costs.