



Type: B2B and B2C

HumanOource streamlines customer engagement and lead generation using SalesIQ

HR consultancy - HR solutions

About Humanource:

HumanOource is an HR consultancy firm providing recruitment services, training, and development. They also help their clients build employee engagement strategies and conduct soft skills training for individuals.

Established in 2017 by Prabhanshu Tripathi and Deepak Tiwari, HumanOource has helped organizations in the retail, edu-tech, BPO, print media, healthcare, and hospitality industries all over India develop, manage, and engage their workforce. Notable among their clientele are Puma, Tata Trent, Toppr, OYO Rooms, and Jagaran Prakashan Ltd.

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"Zoho SalesIQ is a must-have tool for any business in today's digital world. It becomes even more important for startups, as prospects visiting your website should have an opportunity to interact with you and your brand. With Zoho SalesIQ, we are able to interact with our website visitors, understand what they are looking for, and explain how we can assist them. This has helped us to create an impact. Kudos to the Zoho SalesIQ team!"

- Prabhanshu Tripathi, HumanOource co-founder



CHALLENGES FACED

Prior to discovering Zoho SalesIQ, HumanOource depended on a customer engagement solution provided by a third-party web developer.

Despite the promise made by this vendor, this solution didn't help them track visitors accurately, gather visitor insights, or engage their prospects well enough, giving HumanOource's website a **bounce rate of over 75 percent**.

HOW Zoho SALESIQ HELPED

HumanOource co-founder Prabhanshu Tripathi, came across Zoho SalesIQ after his friend suggested Zoho One, our bundle of over 40 business applications. After further discussions with our team, Tripathi was convinced SalesIQ was the right live chat and customer engagement solution for his business.

Being someone without a lot of technical knowledge, Mr. Tripathy loved how easy it was to add Zoho SalesIQ to the HumanOource website, without the need for any coding skills.

"As a non-technical guy, what I love the most is how easy it was to integrate SalesIQ with my website. You certainly don't require any coding or technical knowledge to make things work with Zoho SalesIQ."

- Prabhanshu Tripathi, HumanOource co-founder

SalesIQ helped the team at HumanOource monitor how visitors were interacting with their website in real-time, as well as identify returning visitors and engage with them based on their actions on the website. They also added a chatbot to answer customer queries outside of business hours.

Being able to reach out to customers proactively at the right time and offer support through a chatbot helped HumanOource establish a connection



with more than 60 percent of their website visitors on a daily basis.

This, alongside revamping their website using Zoho Sites, brought their **bounce rate down to just 33.33 percent.**

"The dashboard interface is very userfriendly, therefore I didn't have to spend too much time training the team member who's currently working on Zoho SalesIQ and interacting with customers."

- Prabhanshu Tripathi, HumanOource co-founder

CONCLUSION

Our user-friendly dashboard also received a special mention from Tripathi. He concluded by saying the visitor and chat reports he received every day by email helped him keep track of the average response time for customer queries, the number of chats, and the quality of engagement, so he could step in whenever something needed his attention.

"Whenever I am on the go, the daily visitor and chat report emails I get help me keep a watch on the number of site visitors and the interactions my team member is having with them. This further helps in providing instant feedback to the team in case something needs to be taken care of."

- Prabhanshu Tripathi, HumanOource co-founder

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Zoho SalesIQ is an all-in-one live chat and analytics platform for marketing, sales, and support teams. Built for small and mid-sized businesses, Zoho SalesIQ offers digital customer engagement platform to communicate with visitors at every stage of the customer lifecycle. Initiate the right kind of conversation at exactly the right time.

www.zoho.com/salesiq

