Kaleyra Helps HealthifyMe Offer A Smooth Digital Fitness Experience To Its Customers

Vertical
Healthcare

Location
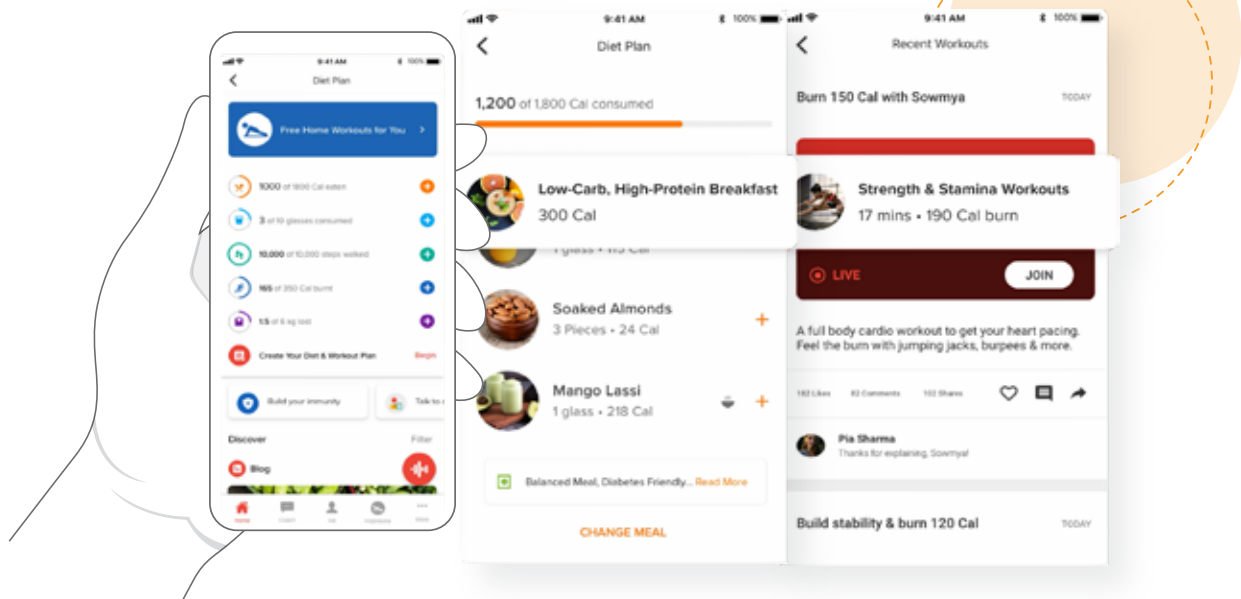**India**

Client for
3 Years

Product
Voice

The health and fitness industry in India is witnessing tremendous growth lately. With many people switching towards a healthier lifestyle, the demand for gyms and fitness centers is at its peak. The revenue in the fitness sector is expected to show an annual growth rate of 2.68%, resulting in a projected market volume of USD 2,331 million by 2024. The need to stay healthy is one of the biggest driving forces contributing to the growth of the fitness industry.

However, with an increasing number of consumers opting for digital fitness services, the need for an effective digital communication strategy has become more critical. Modern-day health and fitness companies need a robust communication platform to effectively interact with their end-users in real-time and provide excellent customer satisfaction.

About HealthifyMe

HealthifyMe is an Indian digital health and wellness platform that provides services such as calorie tracking, one-on-one nutrition and fitness coaching, diet and workout plans. Developed for Android and iOS platforms, the app takes a holistic lifestyle tracking approach to keep users engaged and motivated. It is one of the largest and most loved health & fitness app, with over 16 Million users from 300+ cities in India and Southeast Asia.

HealthifyMe combines the power of artificial intelligence and human empathy to deliver a measurable impact on consumers' lives. The brand launched the world's first AI nutritionist 'Ria' with learnings developed from billions of data points on consumer lifestyles, coupled with 400 man-years of nutritionist/fitness intelligence.

HealthifyMe's vision is to build the world's largest online health and fitness service. It wants to help millions of consumers achieve their goals by engaging with nutritionists and other health experts empowered with artificial intelligence.

To cater to the increasing demand, HealthifyMe is effectively leveraging its in-house artificial intelligence (AI) platform to provide services for a much lesser price, along with a personalized touch.

HealthifyMe's Goal

HealthifyMe wanted to provide top-notch service to its customers by quickly addressing all of their queries and concerns related to the services offered and guiding them through each step of their progress towards a healthier lifestyle.

Key Challenges

HealthifyMe receives thousands of queries and concerns from its customers each day on its platform. The nature of their business requires constant interaction between the support agents and customers.

Previously, the support agents in HealthyfyMe used personal mobile phones to connect with customers. It was extremely challenging for them to trace previous customer conversations and address their queries instantly. The company's management also found it difficult to measure or review the service quality as the calls couldn't be recorded.

HealthifyMe aimed to assist its customers by resolving their queries and concerns at any given time, without ever sacrificing security, privacy, or service quality. They also needed a robust communication system to address some of its internal objectives, such as recording customer conversations to monitor their support agents' performance, gaining call insights to improve operational efficiency, and enhancing service quality.

How Kaleyra addressed HealthifyMe's concern
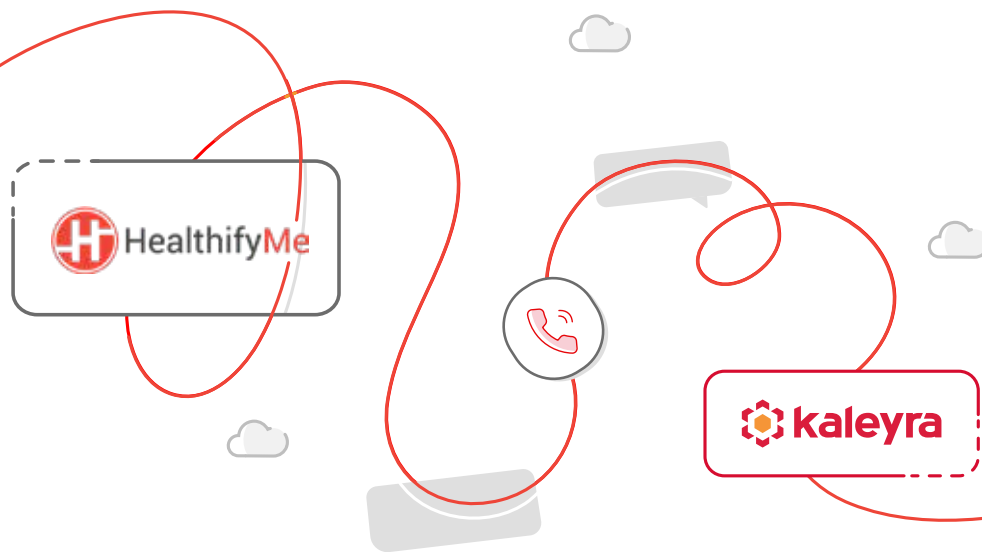
Integrating Kaleyra's Click-to-Call solution with HealthifyMe's existing systems helped their support agents to efficiently handle customer calls, resolve queries, provide them with personal assistance, and maximize customer satisfaction.

Kaleyra provided HealthifyMe with a secure voice solution that optimized their interaction with customers. Kaleyra offered a Click-to-Call solution to ensure that the support agents effectively handled customer service queries and concerns.

Understanding Kaleyra's Solutions:

→ Click 2 Call provides call center functionality at the fingertips. It helps reduce manual effort by allowing agents to follow up with customers according to the time convenient for customers.

→ Businesses don't have to worry about conversation backup since Kaleyra provides call recordings of each call triggered from its platform. This not only helps businesses to understand the performance of their support team but can be used to train agents and improve customer experience.

→ Real-time reports help businesses measure how effective the voice strategy is and helps understand user behavior in detail.

# Connecting support agents with customers through Click-to-Call
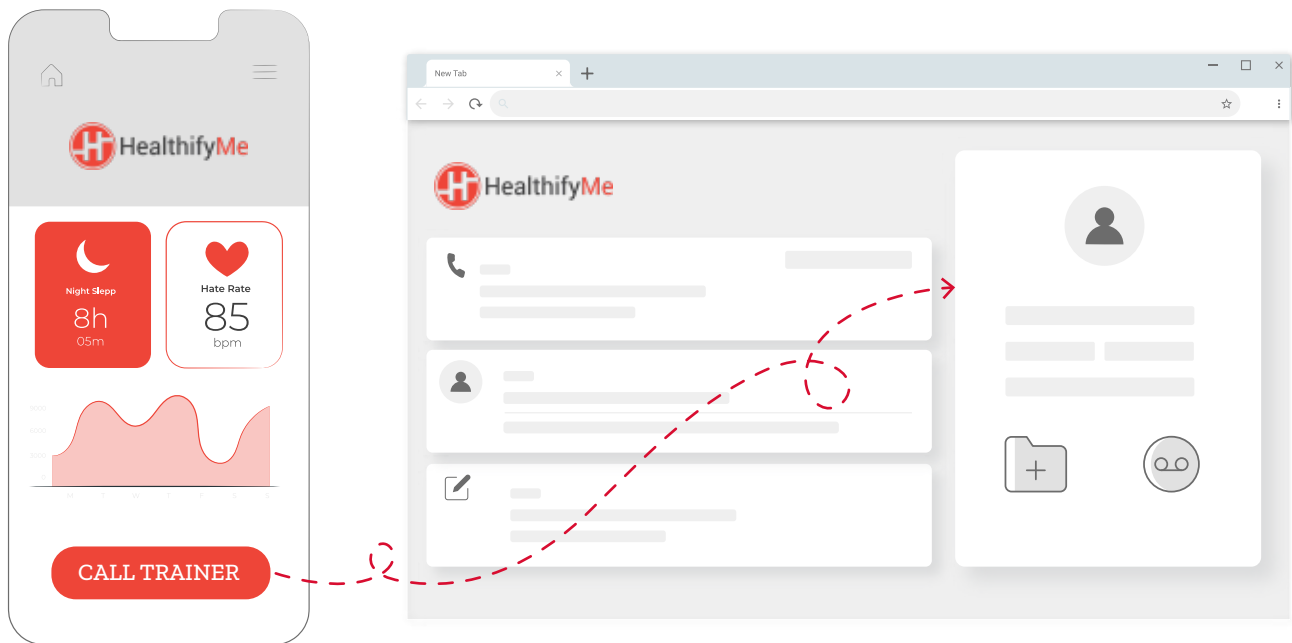
As soon as customers dropped their number, the support agents could get in touch with them and resolve issues instantly. Click-to-call ensures zero waiting time for customers and gives the support team the flexibility to handle calls based on priority.

Kaleyra helped HealthifyMe handle thousands of calls seamlessly. With Click-to-Call, the support team did not have to follow the traditional practice of noting down customers' numbers and calling them manually. Kaleyra's API fetched and processed the details of customers and connected the call to the assigned support agent. This added to their productivity since the agents could cater to more customers.

HealthifyMe could now monitor all the call recordings and check real-time data on their support agents' call logs by logging into the dashboard. These insights helped them track their support team's performance, understand gaps, and provide required training using call recordings as feedback to address issues.

Enabling user-privacy with Click-to-Call
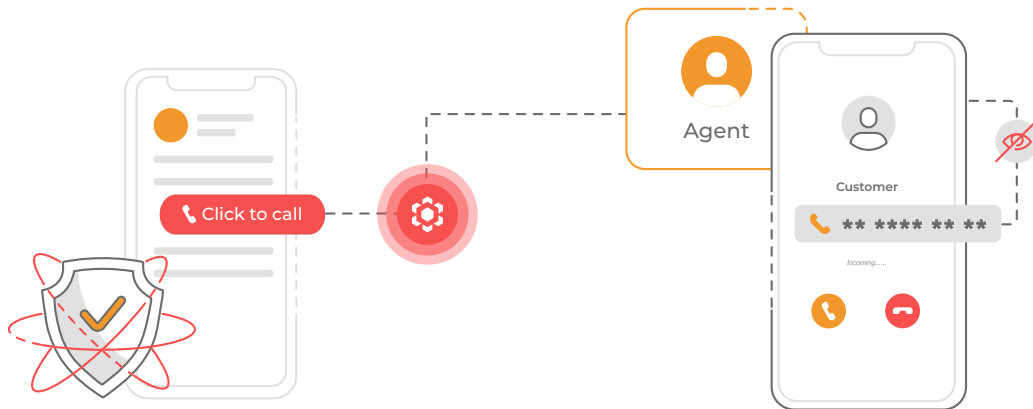
Kaleyra's Click-to-Call capabilities integrated with HealthifyMe's CRM tool enabled secure voice calls between support agents and customers. The phone numbers of the agents and customers were masked for maximum privacy protection.

HealthifyMe combines the power of artificial intelligence and human empathy to deliver a measurable impact on consumers' lives.

The impact of the Kaleyra-HealthifyMe collaboration

3000
Customer Calls Per Day

Through Kaleyra's cloud solutions, HealthifyMe can now handle large call volumes with higher efficiency. Kaleyra has changed HealthifyMe's communication process by creating a personalized and unique experience for all its customers.

Kaleyra also helps HealthifyMe provide hassle-free services to its customers while gathering detailed data in real-time and graphical analytics, giving them an overview of business functions through Kaleyra's dashboard.

Some achievements since HealthifyMe switched to Kaleyra's Click-to-Call services:

1) Increased customer calls

Kaleyra's platform has helped HealathifyMe in effectively managing customer communication. HealthifyMe makes around **3,000** calls via Kaleyra's cloud communication platform each day.

2) Increased lead conversion

Kaleyra's Click-to-Call serves as one of the simplest ways to generate and nurture leads. The detailed real-time reports have allowed HealthifyMe to quickly check customer details and categorize them based on queries, thereby enabling agents to reach out to more leads and generate more revenue.

3) Improved customer support

Implementing the Click-to-Call solution in HealthifyMe's communication process has helped the brand address and resolve customer queries quickly. They use these customer call recordings to monitor the quality of service provided, identify gaps, and bridge them by providing the right training to support agents. All these efforts help in delivering better customer service.

Reach out to Kaleyra to know how our Cloud-based communication platform can customize solutions to address your problems and improve your business communication. To know more about our products and services, contact us at sales@kaleyra.com. Our team will be glad to assist you.