



zoko

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How MotherSparsh is
using Zoko's AI assistant
to **save INR 50K/month**
by automating order
status updates on
WhatsApp

Case study →

Since using Zoko's AI Assistant, Mothersparsh automates over 2600 WISMO requests a month, saving at least INR 50K in support costs.

Learn How →



Company	Location	Employees	Industry	Website
Mothersparsh	India	51-200	Wellness	https://mothersparsh.com/



MotherSparsh is a premium Indian brand focused on natural baby skincare and top-quality mother beauty care inspired by Indian values and ancient rituals.

Mother Sparsh combines nature and innovation to create healthy products for babies and modern moms. They focus on using organic ingredients to provide mindful solutions for overall well-being.

Mother Sparsh has introduced India's first eco-friendly, water-based, biodegradable wet wipes.

1 in 3 of all incoming chats on MotherSparsh's WhatsApp channel were customers asking a single question "Where is my Order?". Support was overwhelmed answering the same questions over and over again!

38% of these WISMO requests were coming outside working hours. MotherSparsh was not able to provide instant answers to these customers.





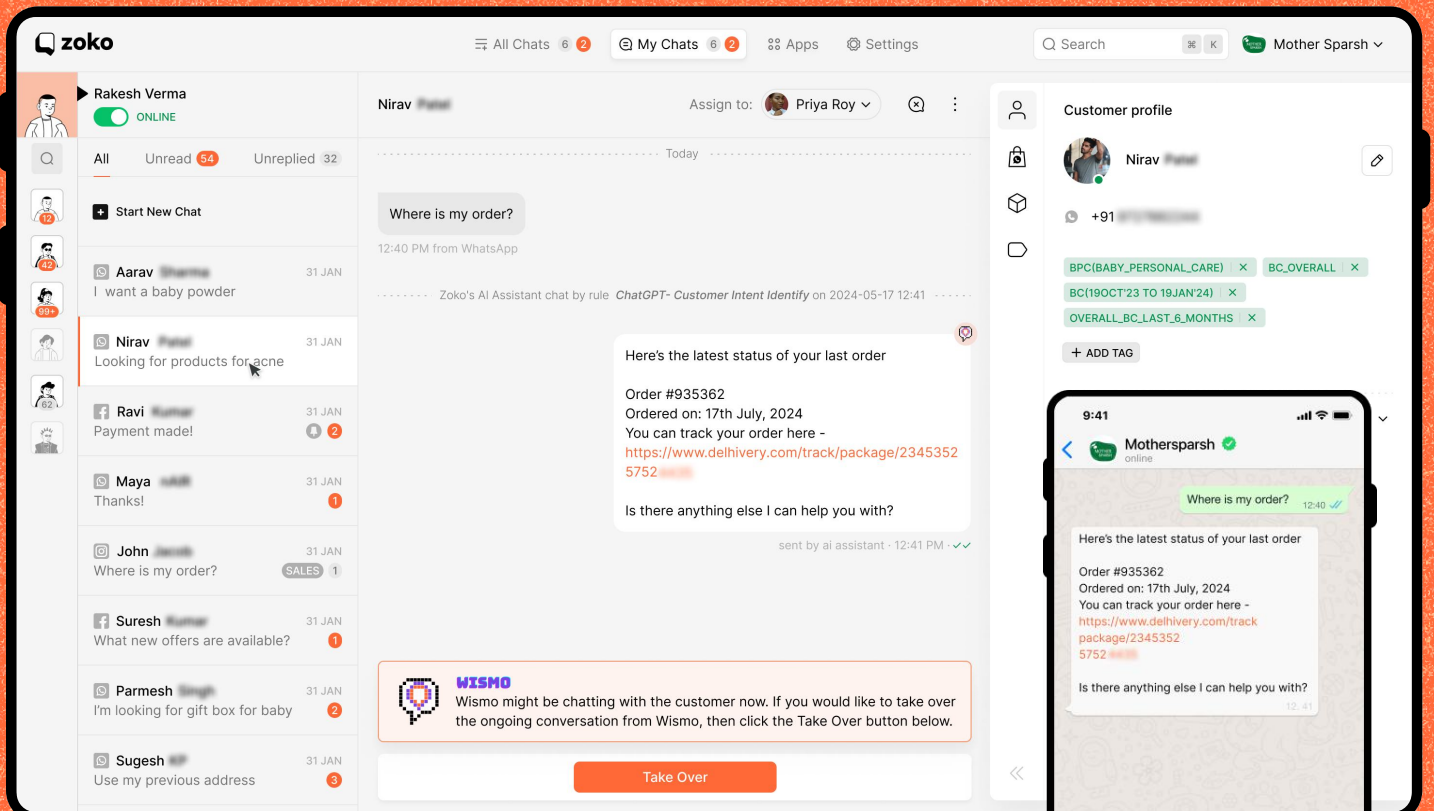
An average customer checks their order status at least 4 times.



MotherSparsh used Zoko's AI assistant on their WhatsApp channel - to answer where is my order questions.

93%
answered!

This strategic move of using Zoko's AI assistant automated WISMO requests and ensured a high level of customer satisfaction for Mothersparsh with 39% requests being handled outside the agents working hours as well.

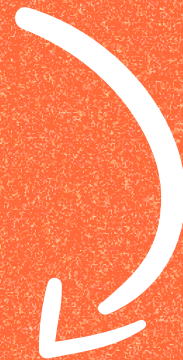




Zoko's AI Assistant successfully handled 93% of all WISMO chats ensuring a great customer post purchase satisfaction.



Zoko's AI Assistant successfully saved 196 hours of answering WISMO chats ensuring the 8 agents they have, spent more hours on closing orders.



The screenshot displays the Zoko dashboard interface. At the top, there is a navigation bar with 'All Chats', 'My Chats', 'Apps', 'The Hub', and 'Settings'. A search bar and user profile 'Mother Sparsh' are also visible. The main content area features a 'WISMO ENABLED' status card with a 'Test' button and a red 'Disable bot' button. Below this, a 'How well is it working?' section shows performance metrics for 'Last Month':

Metric	Value	Additional Info
Amount Saved	₹50439	How is this calculated?
Time Saved	201 hours	
Total Chats Assigned	2656	(33% of all incoming chats)
Chat Successfully Handled	2480	(93% Success Rate)

The 'Settings' section below includes a 'Language' dropdown set to 'English' and a 'Select how Wismo is activated' section with two options: 'Activate Automatically' (selected) and 'Manually Activate (only for advanced users)'.



Zoko's AI assistant was extremely helpful in managing our order requests and increased our customer satisfaction rate by 20%. The tool is user-friendly, has an amazing UI, and has a setup time of less than 10 minutes. What's even more impressive is that even when our agents were not available outside of working hours to answer customer queries on WhatsApp, Zoko's AI assistant performed well and helped us serve our customers effectively.



Rupinder Kaur

Brand Marketing Manager at Mother Sparsh Pvt.Ltd.

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how to do Better
business on WhatsApp.
wa.me/919586538447



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