



zoko

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Dr. Ortho

Ayurvedic Oil & Capsules

How Dr. Ortho initiated

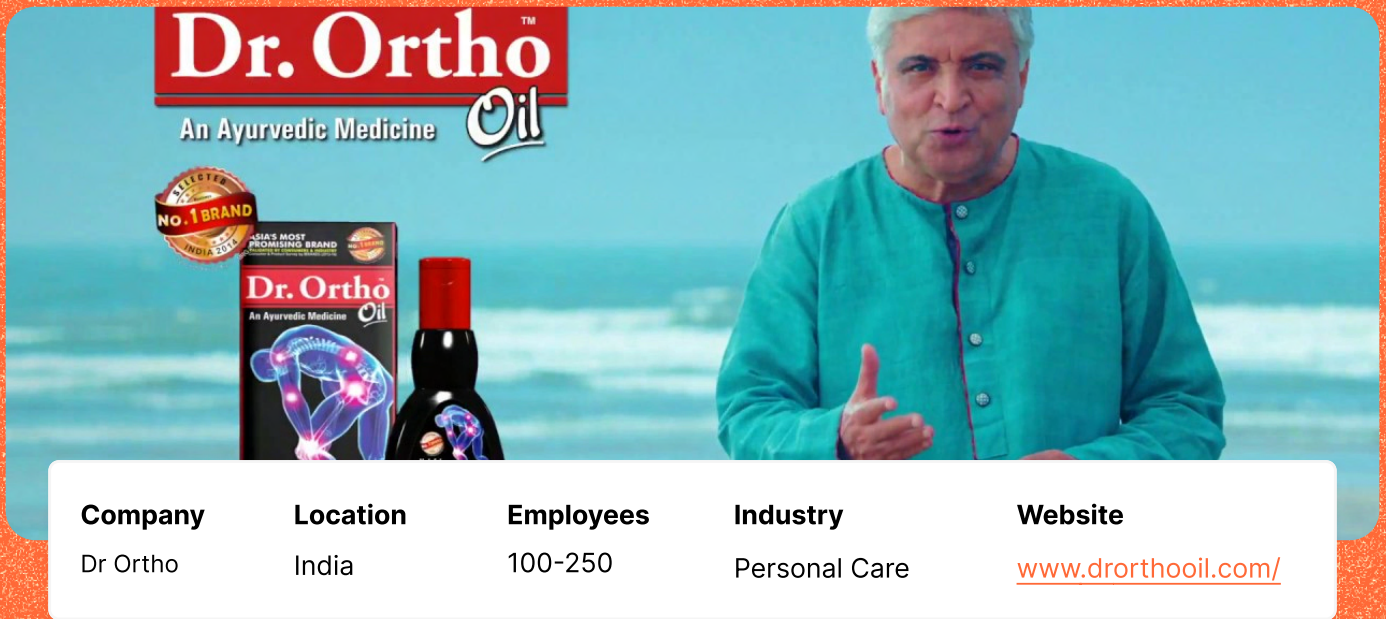
30K Customer

Conversations

on WhatsApp Using

Zoko Click to Chat?

Case study →



Dr. OrthoTM
An Ayurvedic Medicine *Oil*

SELECTED
No. 1 BRAND
INDIA 2014

ASIA'S MOST PROMISING BRAND

Dr. Ortho
An Ayurvedic Medicine *Oil*

Company	Location	Employees	Industry	Website
Dr Ortho	India	100-250	Personal Care	www.drorthooil.com/

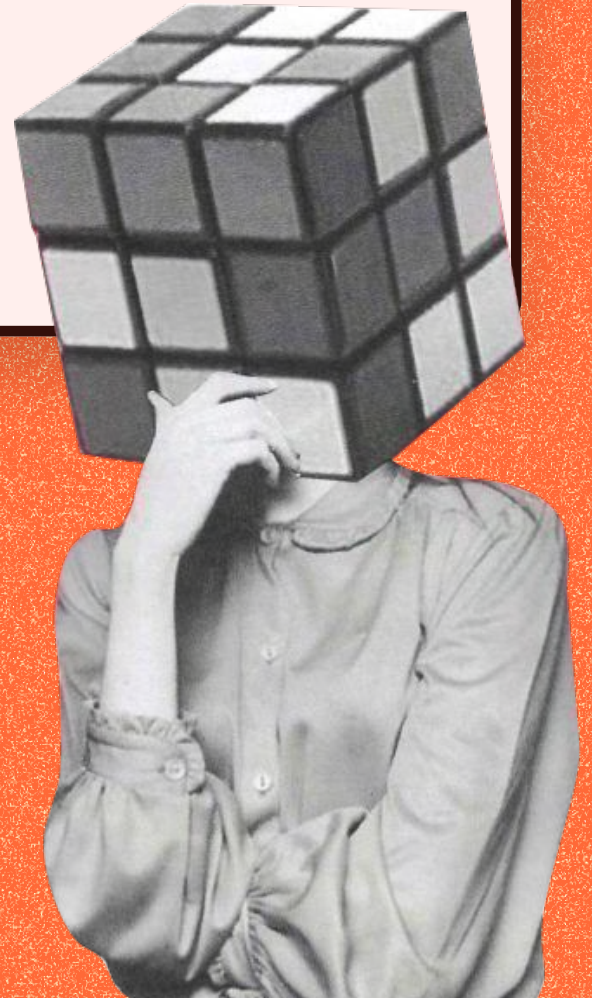


Dr. Ortho is a standout name in Asia when it comes to joint care, offering a wide range of Ayurvedic products designed to ease pain and improve comfort. This homegrown brand has built a solid reputation in India for delivering natural, effective relief with ingredients like Nilgiri oil and Camphor oil.

Their commitment is to provide one of the best joint care solutions with evolving customer needs that blend traditional Ayurvedic wisdom with modern needs, catering to everyone from the elderly to those with everyday discomfort.

With a surge in order queries and customer support requests, Dr. Ortho saw an opportunity to tap into their customer interactions and make the most of their website traffic. They wanted to optimize every part of the customer journey, aiming to enhance user experience and boost conversions by making communication smoother and quicker.

Dr. Ortho's traditional communication channels were underperforming. Newsletter opt-outs were increasing, and Facebook ads weren't driving meaningful engagement. The core issue wasn't just awareness—customers lacked a seamless, effective way to connect and make purchases.





Zoko's WhatsApp's click-to-chat feature emerged as the perfect solution. It allowed customers to reach out instantly, without having to save numbers or deal with clunky processes, ensuring smoother interactions that moved people faster along the buying path.



Zoko made it super easy for customers to reach out. By adding a WhatsApp chat button to their website and landing pages, Dr. Ortho allowed users to start a chat with just one click without needing to save numbers or juggle through apps.

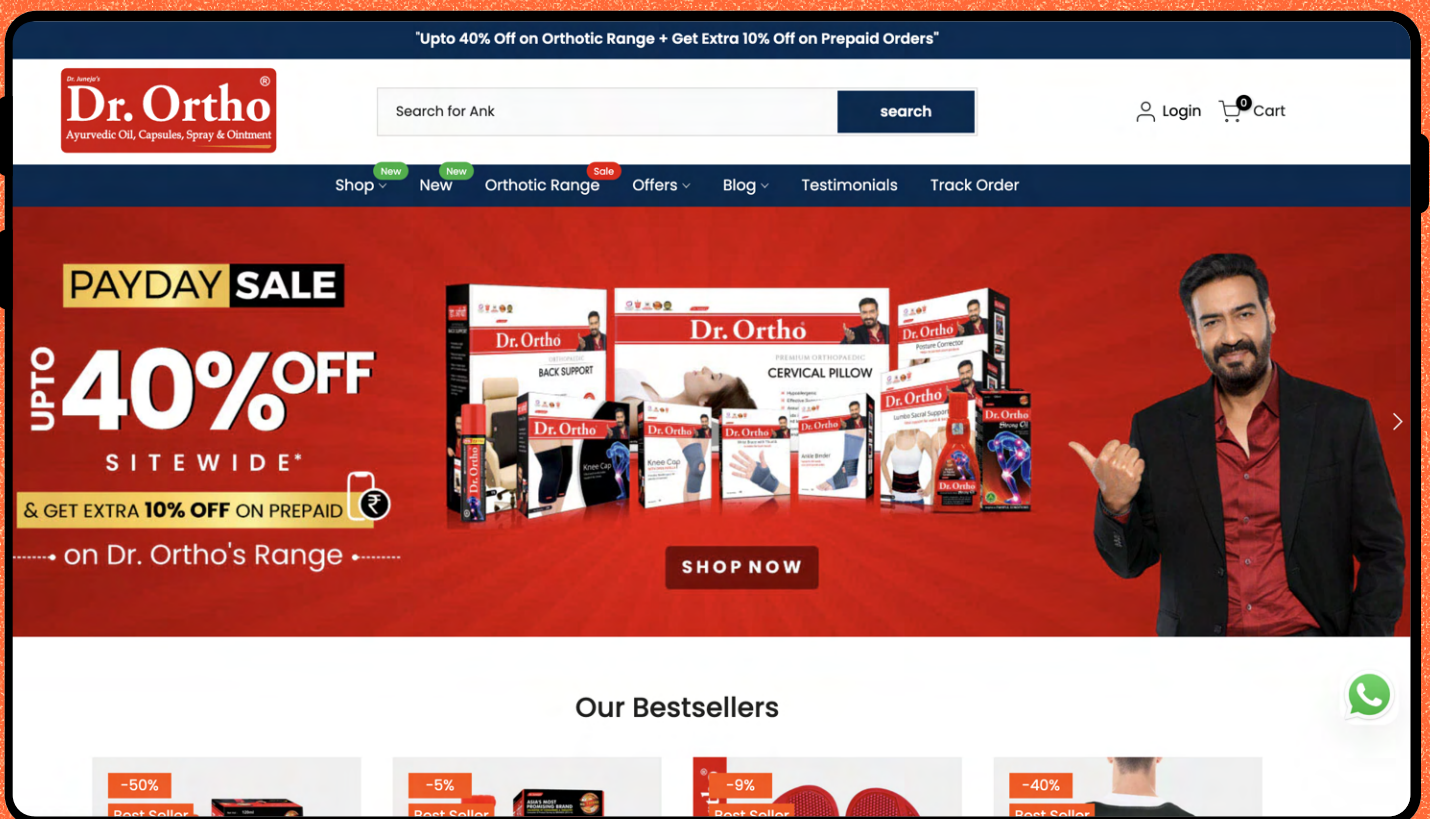
30,784

Customer
Conversations

A WhatsApp live chat widget automatically opens a chat box when someone visits your website, making it easy for them to start a conversation with you.

Plus, unlike other live chat tools that don't give a lead's contact details usually, WhatsApp provides the phone number as soon as a lead reaches out. This way they didn't lose track of potential customers.

In just a few weeks, Dr. Ortho achieved an impressive 30,784 clicks on their WhatsApp chat button.



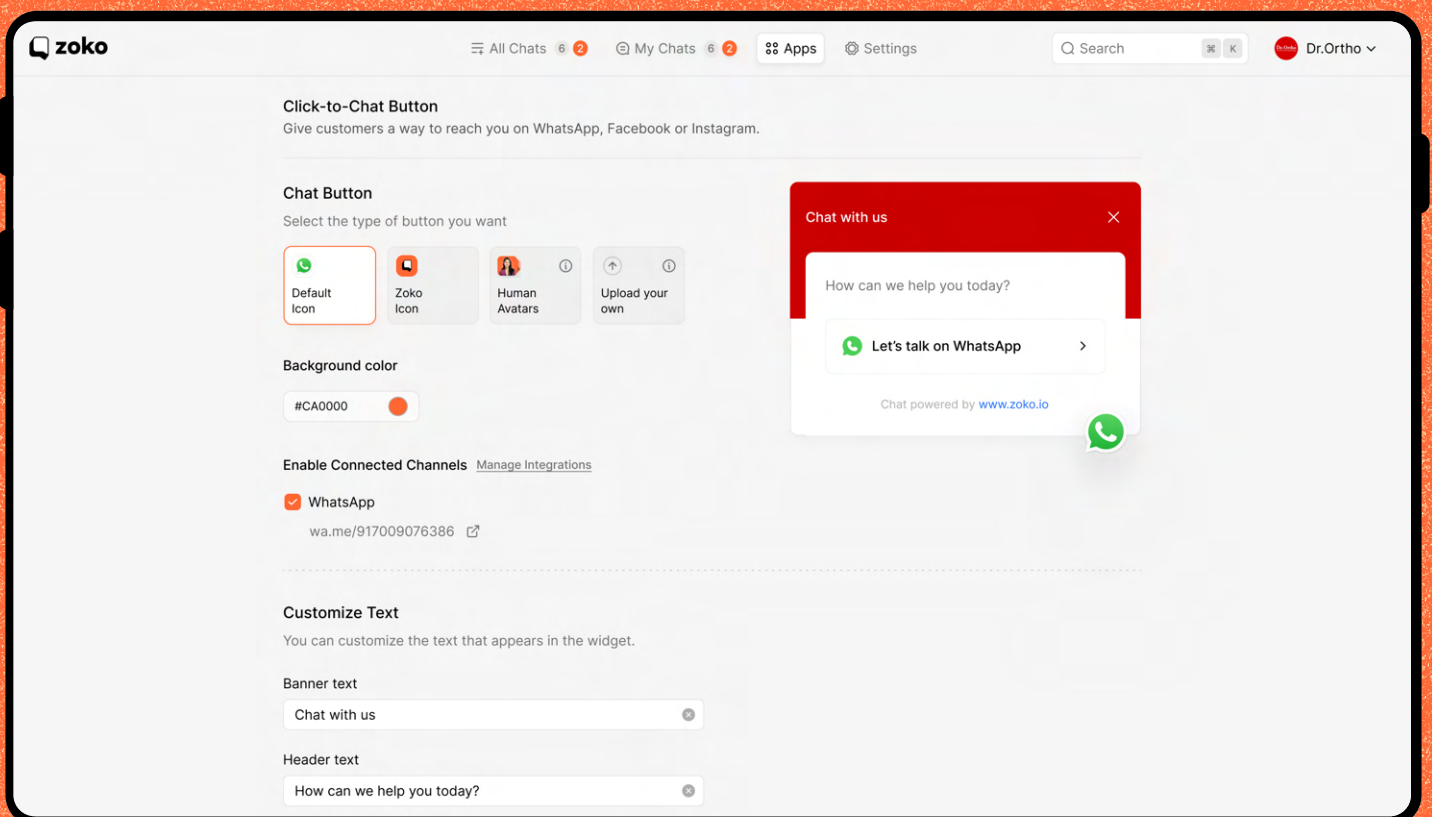


By offering advanced control over conversations, Zoko allowed Dr. Ortho to integrate chat links into a broader communication strategy. This created a more dynamic and engaging customer experience. In just few clicks Dr. Ortho could set up WhatsApp chat on their website and personalize their chat button.

With customers shifting away from emails and phone calls, they now want quick and easy text interactions. Zoko's solution was spot-on, letting Dr. Ortho connect with customers exactly where they prefer—on WhatsApp.



Dr. Ortho didn't stop at their website. They used the Zoko link in Google Ads and other online advertising channels and integrated the click-to-WhatsApp feature directly in Facebook Ads Manager. This made it even easier for potential customers to connect, without needing a separate link.





Our customers seem really happy with the new WhatsApp chat option. It's so much easier for them to reach us with just one click instead of dealing with emails or phone calls. We've been able to respond to queries 40% faster, and overall customer satisfaction has improved. The direct chat has made a big difference in how we interact with our customers.

Navjyoti Kaur



Schedule a demo with
Zoko to learn more about
how to do Better
business on WhatsApp.
wa.me/919586538447



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