



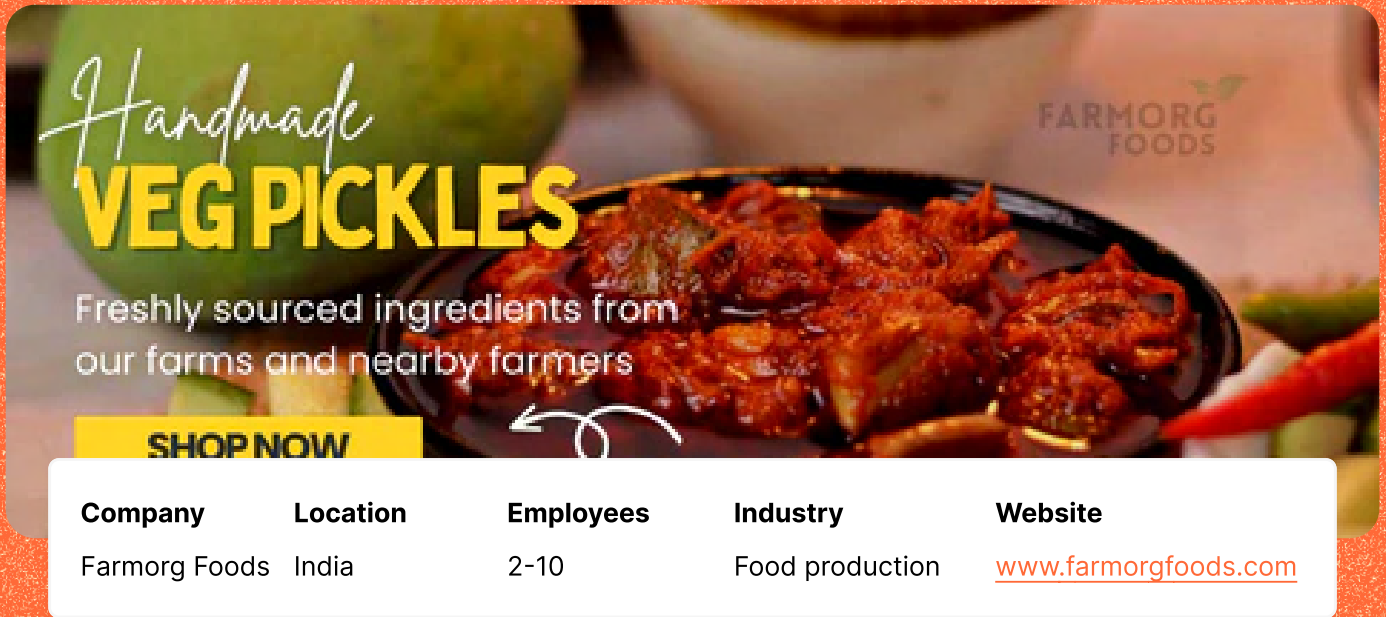
zoko

+

FARMORG
FOODS

**How did Zoko's
Order-Taking AI
help Farmorg Foods
generate an additional
revenue of ₹ 105,000 in
3 months?**

Case study →



Handmade
VEG PICKLES

Freshly sourced ingredients from our farms and nearby farmers

SHOP NOW

Company	Location	Employees	Industry	Website
Farmorg Foods	India	2-10	Food production	www.farmorgfoods.com

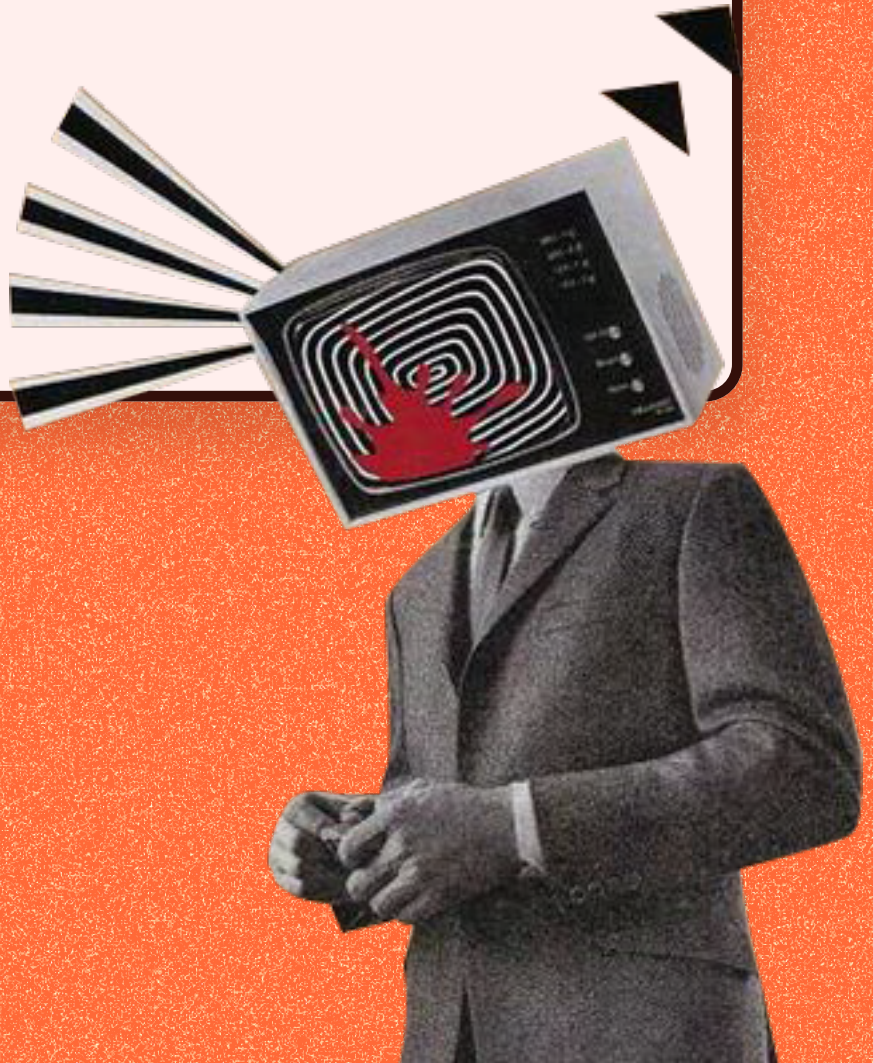


In 2021, Sai Vardhan Goud made a bold decision. Leaving behind his corporate job in Bengaluru, he returned to his roots in Thotapalli village, Andhra Pradesh. With just Rs 5,000 and a wealth of agricultural knowledge inherited from his family,

Sai launched FarmOrg Foods. His mission was clear: to bring authentic, organic Andhra-style delights to health-conscious consumers. Starting with mangoes.

FarmOrg Foods quickly gained a reputation for quality and authenticity. Sai's transparency about ingredients and processes built trust with customers across India and even reached the USA and UK

For a small businesses such as FarmOrg Foods, their specific objective was to use WhatsApp as a sales channel, but only if it could be driven by automation with minimal manual intervention.





WhatsApp has emerged as a critical platform for businesses in India, boasting over 487 million users in the country as of 2021.



Over three months, starting April 1st, 2024, the company generated an additional ₹ 105,000 in revenue while saving on labor costs and improving customer experience using AI

₹105K

Revenue

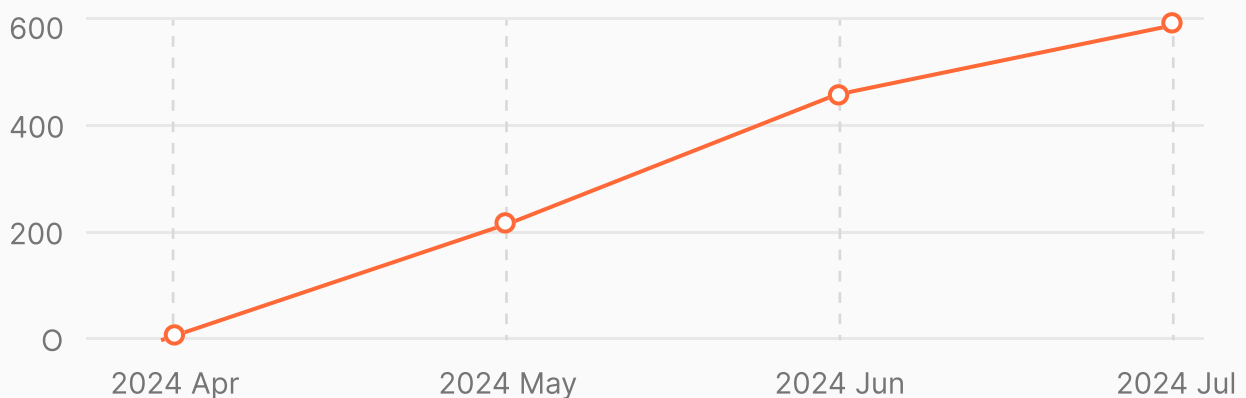
Comprehensive adoption of Zoko's AI sales assistant helped them convert product inquiries into up to ₹105,000 in revenue.

Also saved 33 hours in agent time and ₹ 10,000 in labor costs by handling 305 sales conversations without human intervention.

AI Assistants

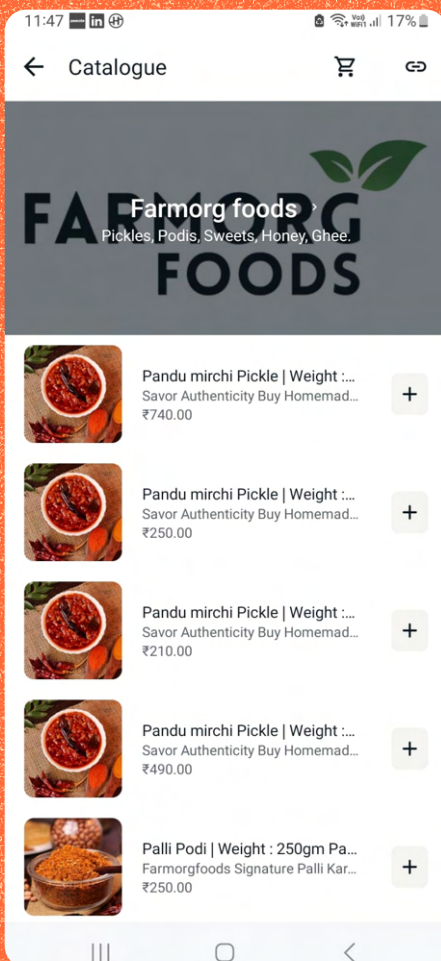
[View details](#)

₹1,05,355

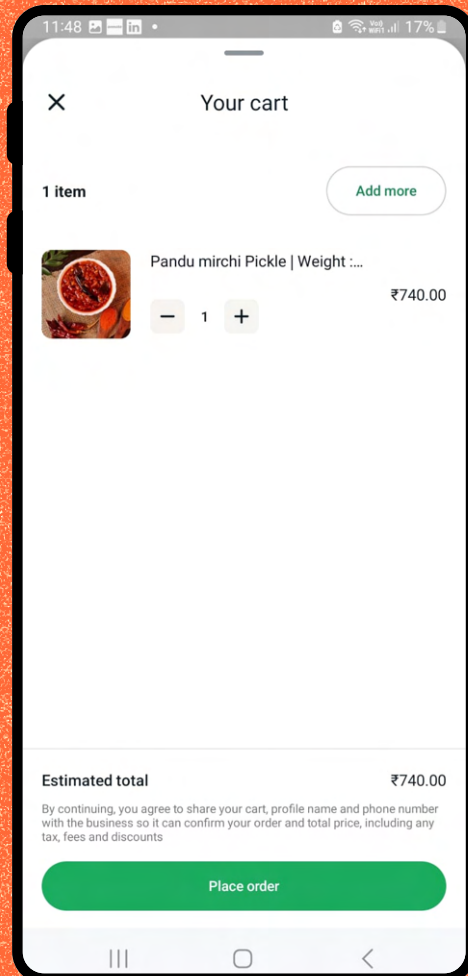


How does the AI assist in placing orders?

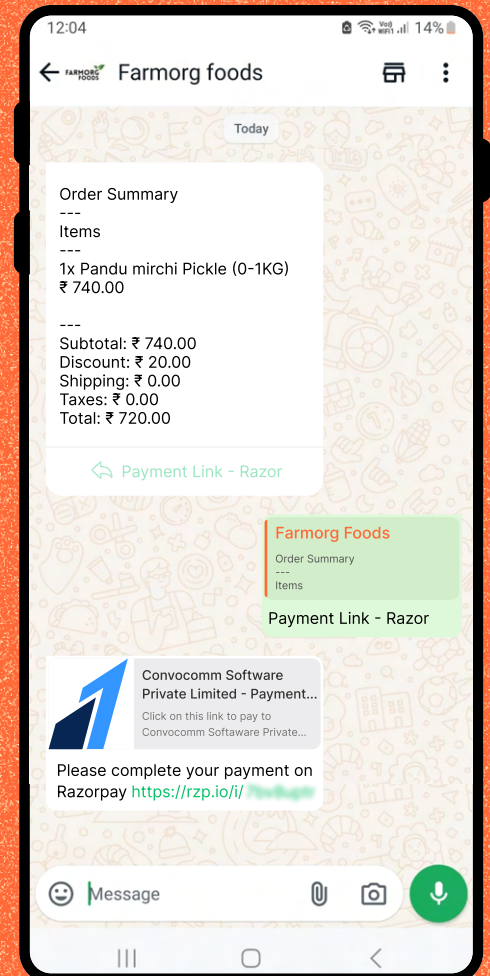
1. Prompts customers to choose products from your catalog and add them to their cart.
2. Requests customers' shipping and billing addresses and seeks reconfirmation.
3. Showcases available shipping options and applicable charges to customers.
4. Generates customized payment links and asks customers to complete payments to confirm their orders.



Catalog



Cart



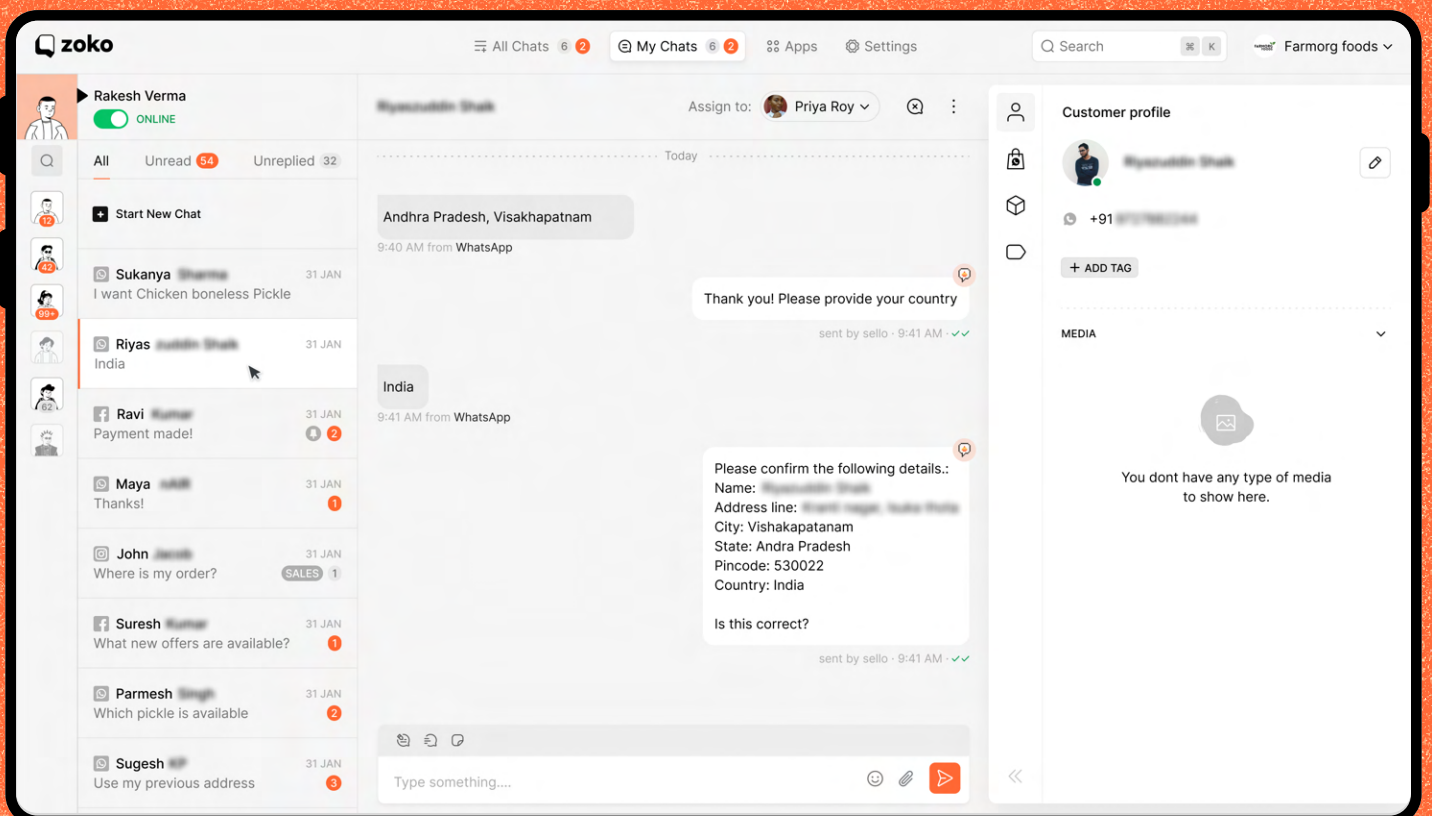
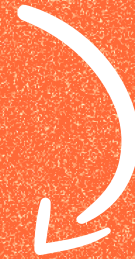
Payment



Zoko's ChatGPT powered AI acts as a personal shopping assistant. It guides customers through the entire purchasing process, from product selection to final payment, ensuring a seamless and efficient experience.



AI seamlessly responds to customer inquiries about the catalog, product requests, or specific items. Its goal is to make shopping easy and enjoyable for customers.





We are a small team with many tasks to run our food business every day. When we considered using WhatsApp, we wanted to do so without requiring additional hours from our team, but we needed to know how to address this need. Zoko's Order taking bot helped us meet this challenge by managing customer orders from product selection to final payment. Setting this up was very easy, and the support from the Zoko team helped us increase revenue, reduce labor costs, and offer a great shopping experience on WhatsApp.



SAI VARDHAN PAMARTHI

MANAGING DIRECTOR

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



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