

Lucror

presents

Agentic Ai for Customer Lifecycle campaigns

Hyper personalized Videos & Images

Personalized Textual Nudges

Agentic Voice Ai & Chatbots

AI creative studio

Agentic Ai for Performance Ads



Ignite Your Campaign ROI



Campaign success with Agentic Ai

Omni-Channel Platform merging Data Science, state-of-the-art Gen-AI models and **Agentic AI** to deliver the pinnacle of personalized engagement through Voice, Hyper-contextual Videos & Images



End-To-End Campaign Assistance

with optional Add-Ons like Creative Consulting, Campaign Design, Personalization Logic & Dispatch



W

₹2,819

Nayo
Pure Cotton Straight Kurta

Hi Riya!

4x Engagement

30%+ CTR Uplift

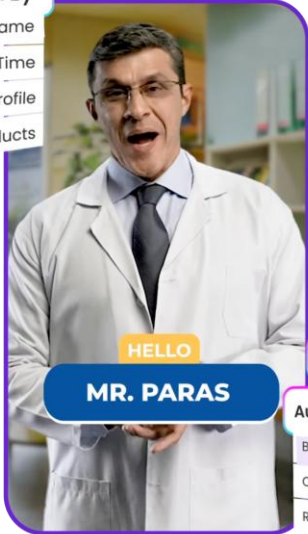
+10% Conversion

Offerings – CRM engagement

Hyper personalized Videos & Images at scale

Personalized By

- Name
- Location & Time
- Customer Profile
- Cart Products



MR. PARAS

WhatsApp

Auto-render video at

- Booking Confirmation
- Cart Abandonment
- Report Generation
- Purchase Follow-up

Personalized & multilingual nudges/campaigns



आपकी कार बीमा पॉलिसी जल्द ही समाप्त हो रही है

नवीनीकरण सूचना!

आपकी मेर्सिडीज-बेज GLS बीमा पॉलिसी 3 हफ्तों में समाप्त हो रही है

अब नवीनीकरण करें पर टैप करें और कार बीमा प्रीमियम पर 85%* तक बचत करें

Standard T&C Applicable 16.15

अब नवीनीकरण करें यह मेरी कार नहीं है कॉलबैक अनुरोध करें

YOUR CAR INSURANCE POLICY EXPIRING SOON!

RENEWAL ALERT!

Your Mercedes-Benz GLS Insurance policy is expiring in less than 3 weeks

Tap on 'Renew Now' and save upto 85%* on car insurance premium *Standard T&C Applicable 16.15

Renew Now It's not my car Request a callback

AI agents on Voice notes, Calls & Chat



Ai Voice Bot

Incoming call Assigned to, Apiy

Call bot Call human

Decline Accept

One number for entire team

Auto Call recording

Ai Voice & Chat responses

Human agent handover

Custom busy tone

Centralized customer interaction platform

Multi-channel presence

Hyper-personalized creative engine

Gen-AI chats & voice responses

Smart data capture

Intelligent cohort creation

Real-Time Sentiment analysis

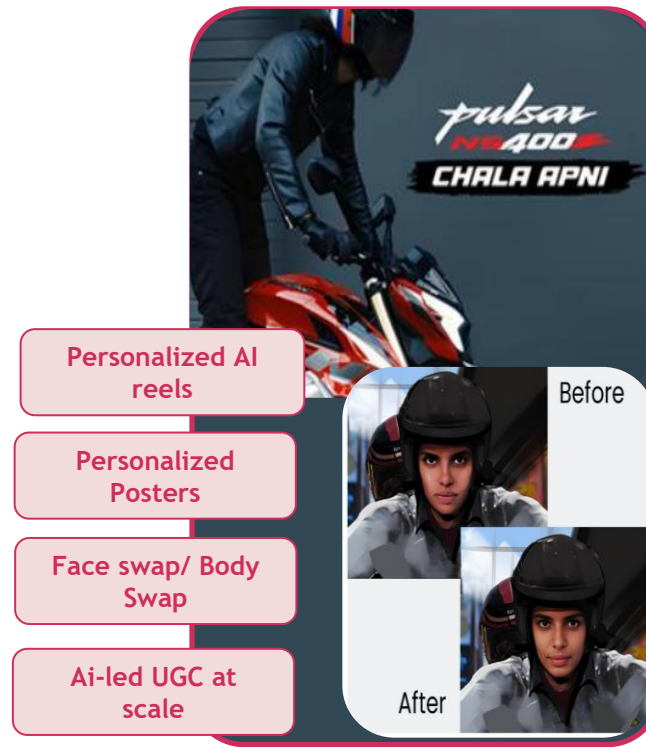
Offerings – Brand and Digital Ads

Agentic Ai for Social campaigns



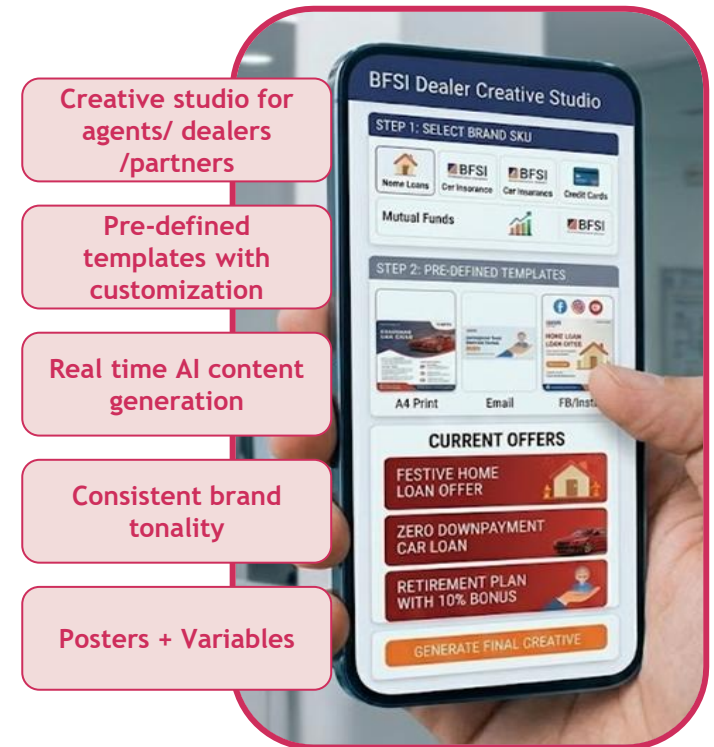
+50 creatives generated / Week
+85% RoAS uptick
+80% CTRs

Personalized engagement campaigns



+30M impressions,
+70% conversions

AI creative studio



Brand aligned AI creatives for marketing teams,
dealers, agents and partners
Videos + Posters

Personalization across Customer Lifecycle

End-to-End Ai Powered Journey



Lead Qualification

Customer discovers product via any channel → engages with **AI voice/ chat and Hyper personalized Videos** to showcase the personalized offerings



Customer Engagement & Nurture

AI-powered Hyper personalized video Messaging handles EMI reminders, payment support, statements, service requests.



Lead Nurturing, Verification & Onboarding

Qualified lead verified for KYC & documents → engages with **AI agent** for verification, KYC validation, and cataloguing and **Hyper Personalized product explainer videos** explaining plan benefits, features, and document process.



Customer Delight

Cross-sell / upsell recommendation tailored to customer profile and enable instant acceptance with **Hyper personalized Video messaging**.

Hyper personalized videos at scale

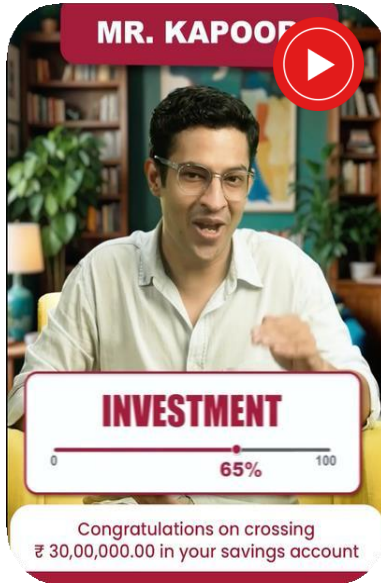
Boost Funnel efficiency & reduce CAC with One-on-one videos

AngelOne™



Portfolio/Credit reports

IDFC FIRST Bank



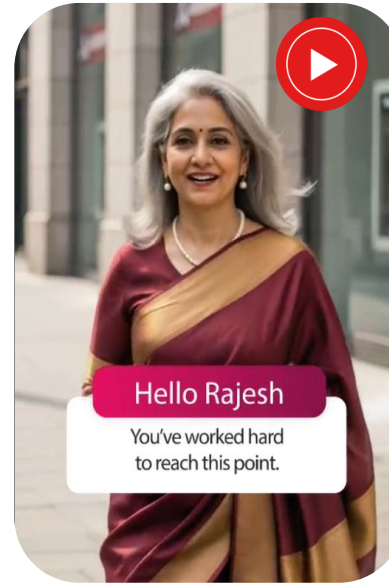
Wealth Milestone update

HDFC BANK



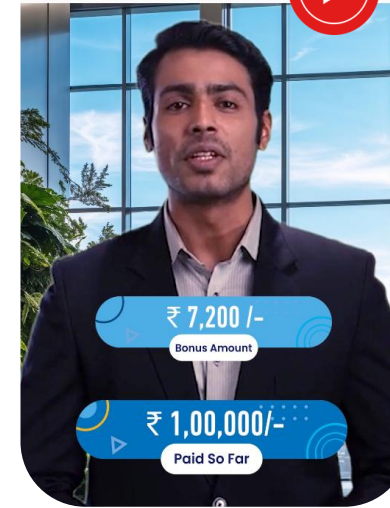
App walkthrough

AXIS

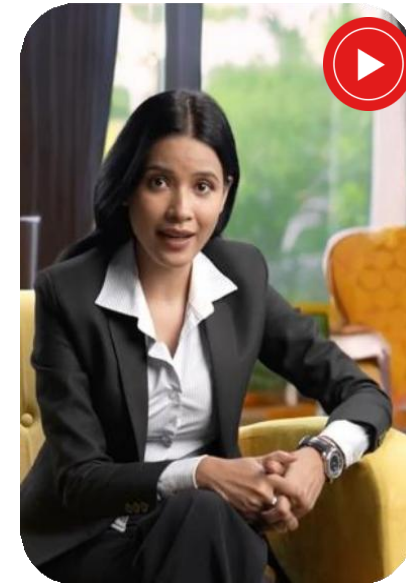


Personalized Loan/upsell offer

Payment Reminder
20th January 2025



EMI/ renewal reminders



Occasion wishes



Inform



Educate



Entertain



Upsell

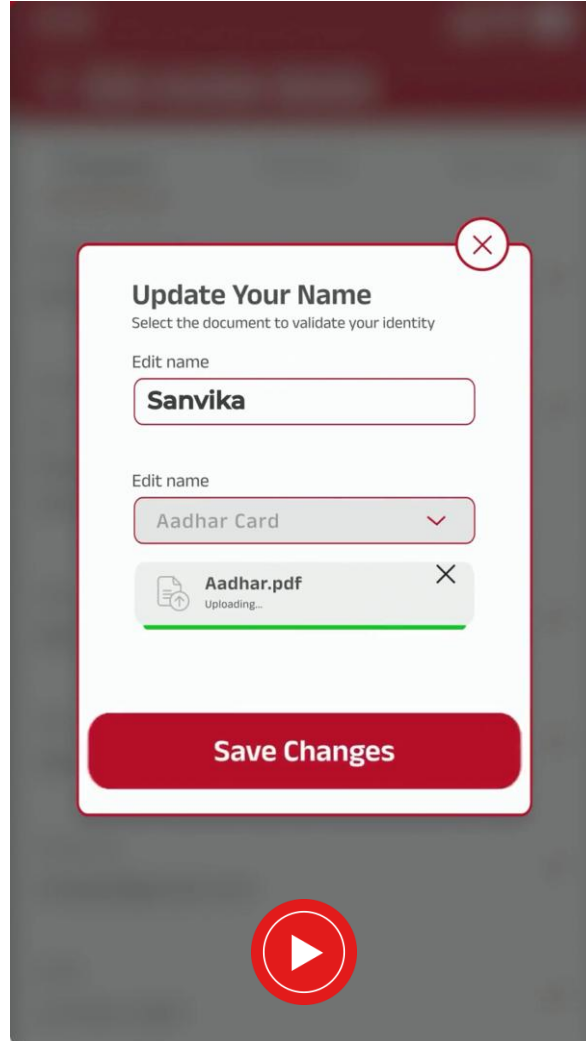


Retain



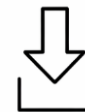
Hyper Personalized Videos

Case Study



Aditya Birla health Insurance boosted App downloads & Registrations with personalized educational videos

- Users received personalized WhatsApp videos with customized wellness tips and motivational messages through AI videos based on each user's health score and risk profile.
- The campaign also re-engaged inactive users with interactive video messages, boosting app engagement and participation in wellness programs.
- 44% people who received the personalized video installed the Activ App



44%
Conversions/
App installs



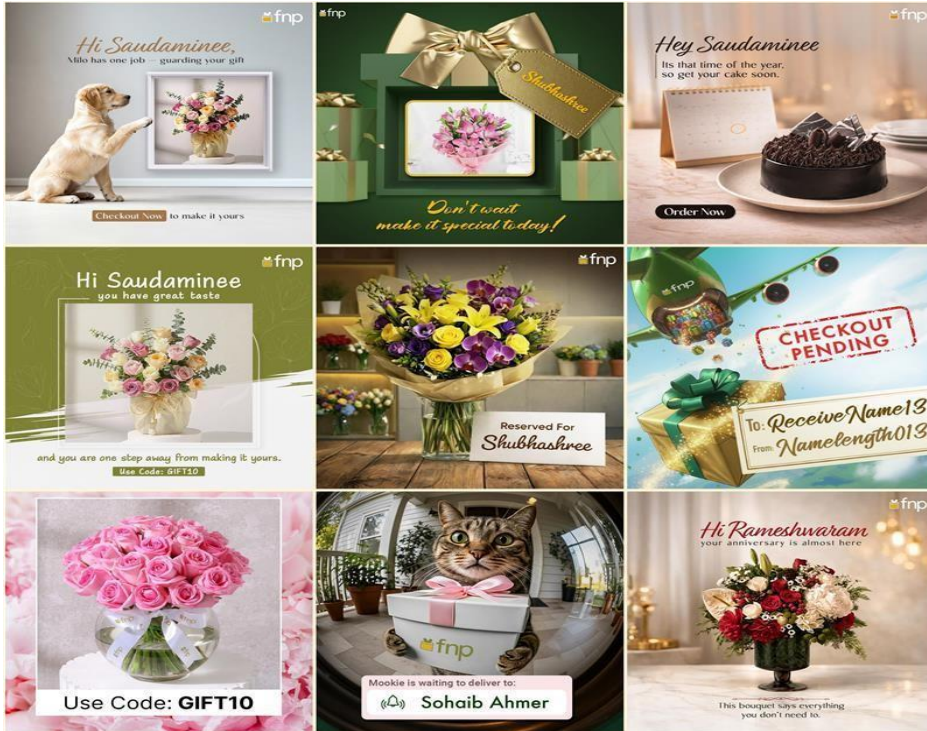
10X
Same-day
registrations



3X
Customer
Engagement

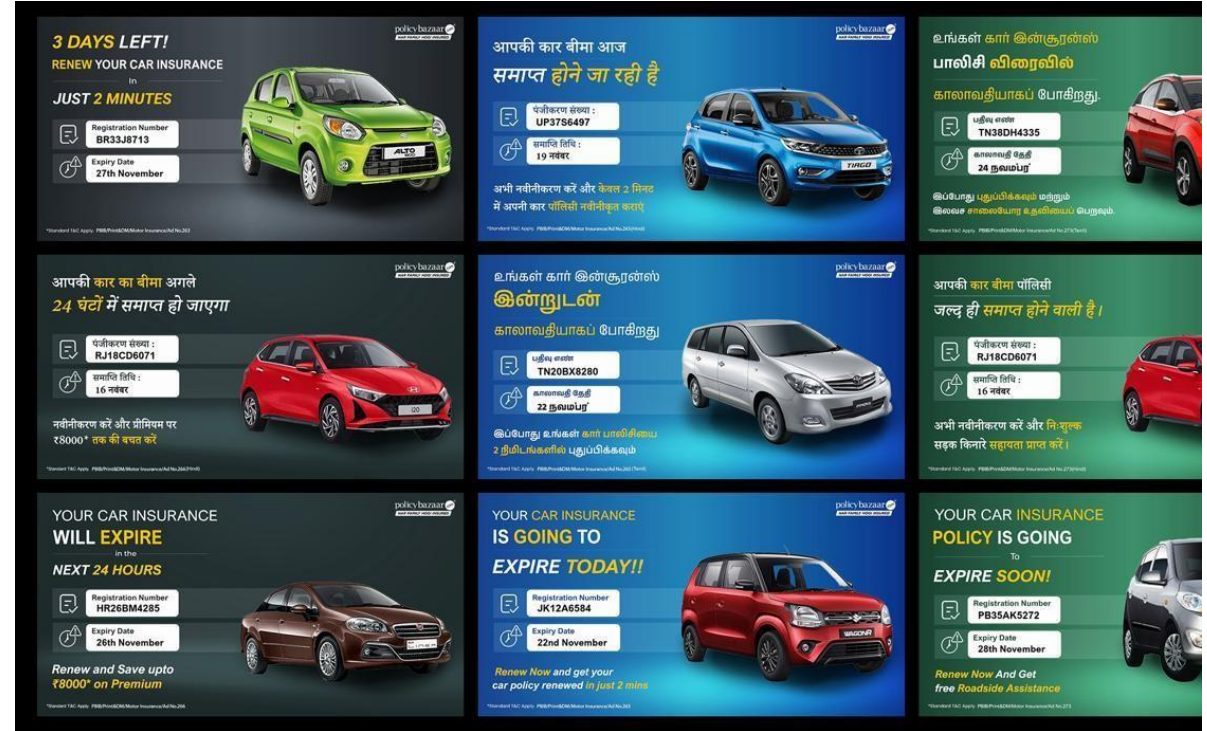
Hyper-Personalized text & Images

Case Study



Personalized images for gifting reminders based on occasion details, cart items, recipient name & journey stage.

15% higher cart recovery



Policy bazaar increased policy renewals by sending timely, multilingual reminders with hyper-personalized visuals based on vehicle details, renewal stage, and customer language.



30M+ Dynamic Visuals



40% Higher CTR

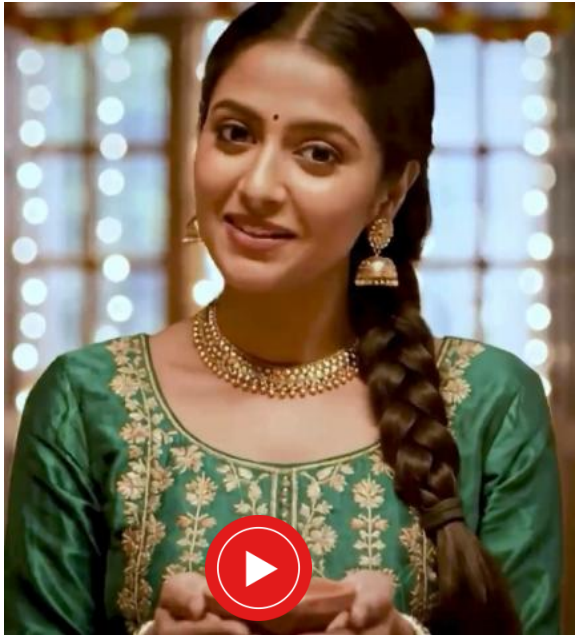


10x Higher conversion

AI Generated avatars & videos

Exclusive brand face that resonates your target users

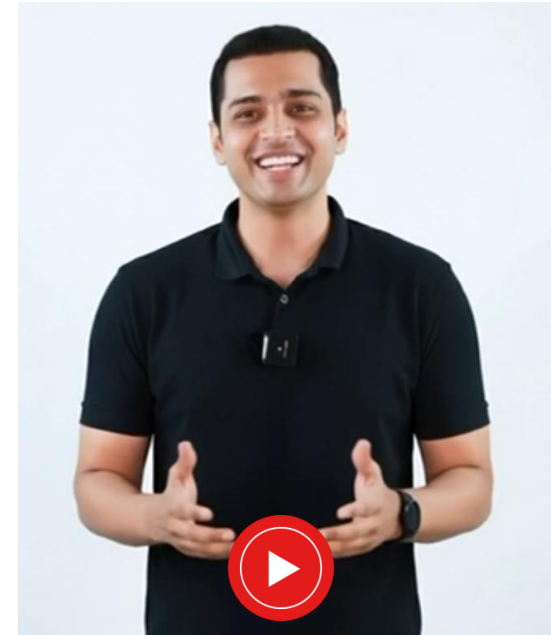
Ai generated avatars allow brands to create diversified human faces which resonate to the target audience, without incurring shoot or model costs



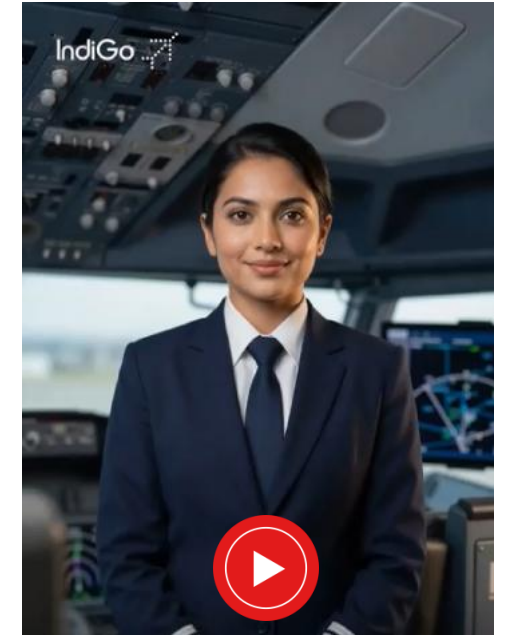
Avatar in different languages/ ethnicities



Animated avatars



Ai avatar of influencers/ celebrities



Personalization with AI avatars

AI Agents – Voice AI and Chat Bots

Accelerate lead generation, drive sales, and delight customers with personalized support using industry-trained AI Agents for every customer conversation.



USE CASES:

Lead Acquisition

Outbound AI calls for product offers
Product discovery & education

Lead qualification & Nurturing

AI agent understand intent & qualifies lead
Dropped off leads are re-engaged with automated calling

Onboarding & KYC verification

AI agent guides customer with onboarding or application process, carries out KYC validation

EMI reminders & Collections

Customer receive chat or voice reminders for EMIs, & renewals

24/7 Customer query handling

On Calls, Voice Notes & Chats

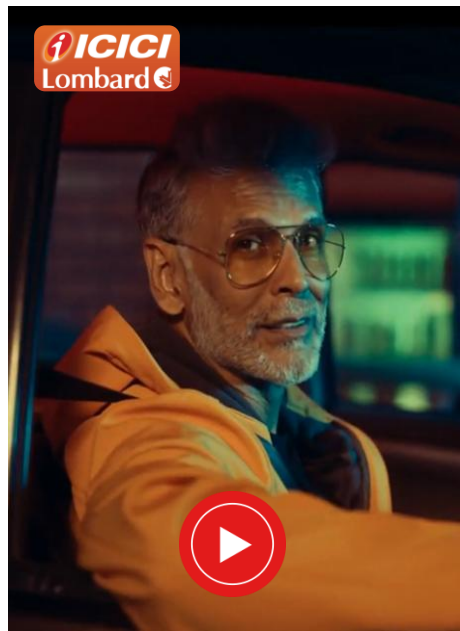
Personalized Celebrity/CXO Videos

millions of celebrity assets with one shoot

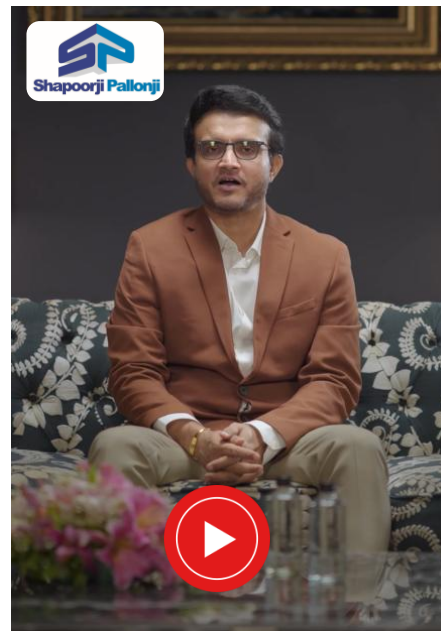
Celebrity Video Personalization



Product launch with local retailer details



Re-engage/Nurture leads



Thank You message

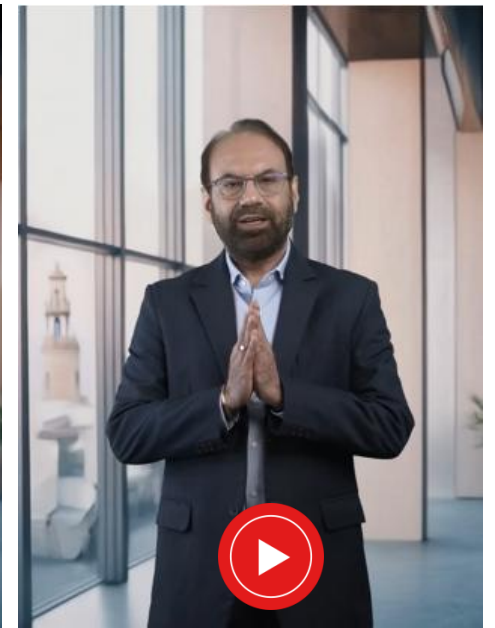
Multi-Lingual Ai Avatar of CXO

Sample: Hindi

Sample: Telugu



Inviting dealers to exclusive event




Agentic Ai for Social Ads

Case Study



Agentic Creative Diversity AI, deployed 50+ creatives/ week, and used continuous testing across consumer micro segments, to identify winning patterns and scale top-performing creatives.

 **+85%**
ROAS uplift

 **+80%**
CTRs Uplift

Sample Creatives



Thumb stopper



Battery as a USP



All features - reasons to buy



GenZ target segment

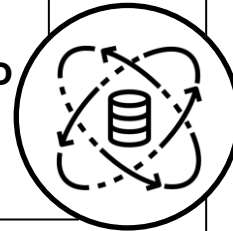
Customer Intelligence Hub

to integrate key data dimensions

Demographics

- Customer name, address, age, gender
- Home & business location (geo-derived)
- Occupation type: Business, salaried, Self-employed

Customer Intelligence Hub



Customer cohorts

- Product affinity clusters
- Risk cohorts (low-risk, moderate-risk, high-risk borrowers) (Derived)
- Application behaviour segments (fast completers, documentation drop-offs) (Derived)

External

- Account Aggregator data: bank statements, EMI outflows, inflow/outflow stability (Direct)

Financial services

- Credit score (internal)
- Credit score (bureau)
- New to credit/Existing credit

Engagement & Outreach

- Voice Bot & Agent Assist interactions (intent, sentiment, queries) (Direct)
- WhatsApp/SMS/email engagement & responsiveness (Direct)
- PTP behavior from collections outreach (Direct)

AI-powered Agentic Omnichannel Engagement Platform



Engaging Touchpoints

Multi-channel presence with **WhatsApp chat**, **rich media**, and **voice AI** creates seamless customer interactions at every funnel stage



Sentiment Tracking

Advanced sentiment analysis across text and voice interactions provides near real-time insight into customer emotions and satisfaction



WhatsApp Excellence

Maximize WhatsApp's potential for education & facilities promotion through rich content sharing and intelligent automation with **Agentic Voice AI & Chat AI**



Smart Data Capture

Seamlessly collect and centralize customer information across all channels with advanced integration capabilities



Intelligent Nudges

Hyper-personalized campaigns and AI-driven outreach at key milestones drive engagement and long-term customer stickiness



Hyper-personalized Creative Engine

Generates on-the-fly personalized videos, images, and templates using customer data graphs—blending campaign automation with generative AI creativity.

Complete Omnichannel Solution

- WhatsApp text chat with rich media and voice notes
- Voice AI for inbound queries and outbound campaigns
- Intelligent Cohort creation by using the Interaction summary
- Hyper-personalized creative content delivery
- Real-time sentiment analysis engine
- Enterprise-grade system integrations to bring more attributes to play vital role in customer interactions

The Advantage

Centralized Customer interaction platform for all interactions and attributes into one intelligent hub with right AI capabilities for communication

Fast-track your Lighthouse initiatives with a proven solution that scales from acquisition to retention

Extensible architecture integrates with data sensors across systems for continuous, intelligent customer engagement



Agentic AI - Voice & Chat: Purpose-built for organizations ready to transform customer engagement, **Voice Bot** delivers the technical capabilities and business intelligence needed to achieve measurable impact across your entire customer funnel —making it the ideal partner for CX transformation ambitions.

THANK YOU

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