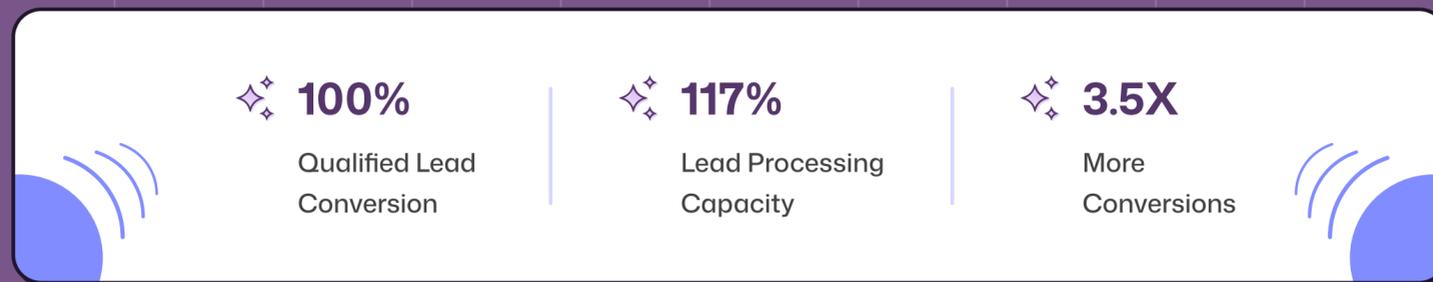




# How Rootle Transformed Lead Management for India's Steel Giant Across 650+ Leads Daily



Industry  
Manufacturing



Use Case  
Lead Qualification & Management



## Overview

A leading steel manufacturer in Eastern India was struggling to manage thousands of monthly leads across B2B and B2C channels. Manual outreach caused delayed follow-ups, inconsistent customer experiences, and low conversion rates. Rootle.ai's Voice AI Agent automated lead qualification, dynamically categorized leads, and integrated seamlessly with the CRM. This enabled faster, consistent, and scalable engagement, empowering the sales team to focus on closing deals while improving efficiency and customer satisfaction.



## The Challenges:

- **High Lead Volume & Manual Outreach**

The sales team was overwhelmed by thousands of leads generated across dealers, distributors, contractors, and home builders every month. Manual calling caused slow responses and missed opportunities.

- **Low Conversion & Delayed Follow-Ups**

Inefficient lead qualification and inconsistent outreach resulted in poor conversion rates and delayed engagement with potential customers, impacting overall sales performance.

- **Inefficient Processes & Limited Insights**

Manual lead tracking and distribution slowed operations, while the lack of analytics made it difficult to monitor performance or make data-driven decisions, reducing the team's ability to optimize strategies effectively.

## The Solutions:

- Intelligent Lead Qualification Engine**

Automated outbound calls with customized conversation flows for B2B and B2C segments. Rootle handled interruptions naturally, provided empathy-driven responses, and integrated in real time with the CRM for seamless lead data updates.

- Analytics & Performance Monitoring**

Integrated dashboards provided real-time insights into lead status, processing capacity, and team performance. Continuous monitoring allowed optimization of workflows and better data-driven decision-making.

- Human-Agent Collaboration**

Human agents focused on high-value interactions while Rootle.ai managed routine calls, initial lead qualification, and CRM updates, maximizing efficiency and productivity.



## Result Achieved

Performance Metric	Before Rootle	After Rootle
Lead Response Rate	25%	42% (+68%)
Qualified Lead Conversion	8%	16% (100% Improvement)
Average Response Time	24 Hrs	15 mins (-99%)
Cost per Qualified Lead	₹850	₹450 (-47%)

## Business Impact



<b>Revenue Growth</b> 30% reduction in customer acquisition costs and 40% faster sales cycles due to pre-qualified, warm lead handoffs.	<b>Operational Efficiency</b> 117% increase in lead processing capacity without adding headcount; real-time lead assignment eliminated manual delays.
<b>Enhanced Sales Productivity</b> Human agents could focus on high-value interactions while Rootle handled routine lead qualification via automated calls.	<b>Data-Driven Decisions</b> Integrated analytics enabled the sales team to monitor performance, optimize strategies, and make informed decisions.

## Testimonial



**The Voice AI manages thousands of calls, qualifies leads instantly, and updates our CRM in real time. Our sales team can now focus on closing deals instead of chasing leads. It's a game-changer for our operations.**

- Head of Sales, Leading Steel Manufacturing Company

### The Conclusion:

Rootle.ai revolutionized lead management for India's steel manufacturing giant by automating qualification, streamlining follow-ups, and integrating seamlessly with CRM systems. The Voice AI Agent handled high volumes of B2B and B2C leads efficiently, enabling faster responses, higher conversion rates, and improved customer experiences. With scalable operations, enhanced productivity, and data-driven insights, Rootle.ai set new standards for intelligent, automated customer engagement in the manufacturing sector.



Phone-based Voice AI Agent

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