



Genus deploys an intelligent website chat agent with NSOffice.AI



## Impact At A Glance



**1.5x**

Leads captured



**20%**

Increase in qualification rate



**100%**

Lead & enquiry data to CRM

## Challenge

Genus Innovation Limited needed a smarter first touchpoint to serve every type of visitor, from first-time retail buyers to bulk purchasers, dealership prospects, and existing customers with service needs. The existing bot did not cater to the full range of queries or different user types, which limited its usefulness and created a poor experience for many visitors.

With no guided way to navigate a wide inverter and battery product range, users faced confusion, longer browsing, and drop-off before purchase intent could be captured. Bulk buyers and dealers had no structured intake channel; enquiries arrived through generic forms, unqualified and unrouted. Post-sale queries were handled entirely by human agents, creating inconsistent response times and agent overload.

None of it fed the CRM. Visitor intent, appliance load, backup hours, and purchase readiness were never captured. Sales teams had no structured lead data, forcing manual qualification at every stage.

## Solution

The problem was that even though traffic to the website was good, much of the intelligence which could be captured was being missed and whatever was captured wasn't actioned optimally to increase revenue. In response, NSOffice.AI deployed a single embedded website chat agent across the Genus website meeting every visitor type with contextual, intent-aware responses and routing everything downstream: to the CRM, then to the right team, till the next stage of the funnel. Every visitor type covered, from a first-time buyer comparing inverters to a seasoned dealership prospect submitting a bulk enquiry. No handoffs, no drop-off, no data lost in transit.

## Key Highlights

- **Guided Product Discovery:** Recommends the right inverter or battery based on appliance load and backup hours, eliminating browsing across home, search, and listing pages.
- **Intent Capture & Context Building:** Collects appliance count, backup hours, and purchase intent passing enriched lead data directly to the CRM from the first interaction
- **Bulk, Dealer & Partnership Enquiries:** Handles inbound from bulk buyers, dealership prospects, and partnership candidates; structured intake, routed to the right team.
- **Customer Service & Support:** Logs post-sale queries, complaints, warranty claims, and service requests at first contact reducing manual resolution time and improving consistency.

## Conclusion

Genus's website went from a passive product catalogue to an active sales and service layer, guiding buyers, qualifying trade enquiries, and resolving service queries through a single intelligent interface. Every interaction now feeds the CRM automatically, giving the sales team structured lead data with zero additional effort.