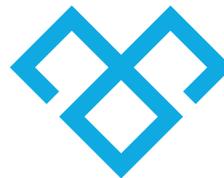




International Health and Wellness  
Coach Training



**MEERA**  
CONVERSATIONAL A.I.

## Case Study:

International Health and Wellness Coach Training Used Conversational AI to Boost Contact Rates by **58%**

# International coach training company **Increases Response Rates to 58%** with the Meera Conversational AI Platform

## CASE STUDY

### International Health and Wellness Coach Training

A world-class international health and wellness training institute, that provides people with unique, life-changing educational experiences. With over 10,000 clients and students from 30 countries in the past 10 years, the company is pioneering a new generation of health coaches who are changing the consciousness of the planet. Their curriculum is based

on cutting-edge psychology, brain science, intuitive listening, habit change, and healthy lifestyle design.

The company is in service of creating leaders in the arts, science, and business of health coaching.

## Challenge

After much research, the company noticed they weren't receiving the steady climb in registrants they were expecting. What they found were many of their agents spent the majority of their time chasing down leads, with 7-10 calls on their list unable to receive an answer. And when their prospective clients used the contact centre only, there were lower than expected contact rates. Any new leads the team received had low response rates when contacted.

They wanted to increase their output of prospective coaches but required help from an expert in marketing technology.

## Solution

The company required a platform that would help engage their leads and nurture them, passing them on to the contact center via a warm transfer call (transferring the SMS responder directly to an agent).

After researching the industry, they chose Meera, which engages leads with its conversational artificial intelligence (AI) platform through SMS, allowing people to schedule or be directly transferred to an agent at their convenience.

This was perfect for any prospective coach with a busy lifestyle who didn't want to be bombarded by untimely calls.



Actual AI Conversation

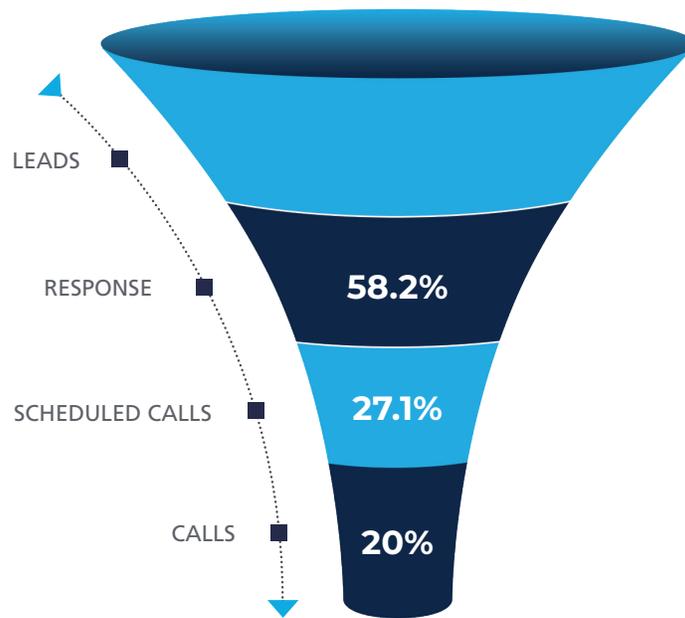


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## Results

With Meera's conversational AI platform, the company was able to resolve its low response rates and achieve their sales goals.



## About Meera

Meera.ai is a leading conversational AI platform. Meera specializes in conversational lead development and nurturing. Our AI powered platform will communicate with your leads using machine learning to start conversations with your sales, marketing or admissions team. This pioneering platform improves conversion rates and boosts sales for clients in all industries.

**Increase your contact rates with Meera's conversational AI platform.**  
**Demo Meera now**