

How Ezobooks Reactivated Lapsed Customers at ~16X ROI — for Less Than ₹7 a Lead

Manual outreach left the majority of lapsed customers untouched and unqualified. Convin Sense replaced that bottleneck with an AI-first recharge funnel — surfacing audit-ready customers at a fraction of what human agents cost.

~16X

ROI on campaign spend

₹6.96

Total cost per lead (AI + human)

19.8%

Leads agreeing to an audit

EZOBOOKS × Convin Sense AI

THE CHALLENGE

01

Lapsed Customers Left Uncontacted

Human agents could only attempt 25 leads per day — meaning a large pool of churned customers never received any recharge outreach at all, losing revenue silently every month.

02

High Cost to Reach Each Lead

At ₹20.82 per lead touched, the human-only model made recharge campaigns prohibitively expensive — especially when most leads required multiple attempts before connecting.

03

No Qualification Before Human Handoff

Agents spent equal time on cold and warm leads with no intent signal to guide them. There was no system to surface audit-ready customers before committing human effort to the conversation.

04

Low Audit Opt-in from Cold Outreach

Without a structured engagement layer, only ~15% of contacted leads agreed to an audit — leaving the recharge funnel conversion heavily dependent on agent skill and availability.

HOW CONVIN SOLVED IT

1

AI Voicebot Reaches Every Lapsed Customer Instantly

Convin Sense contacted all 531 lapsed customers via voice — at scale and without the throughput limit of human agents. 57.8% of leads connected, across both call and WhatsApp channels, in a single campaign run.

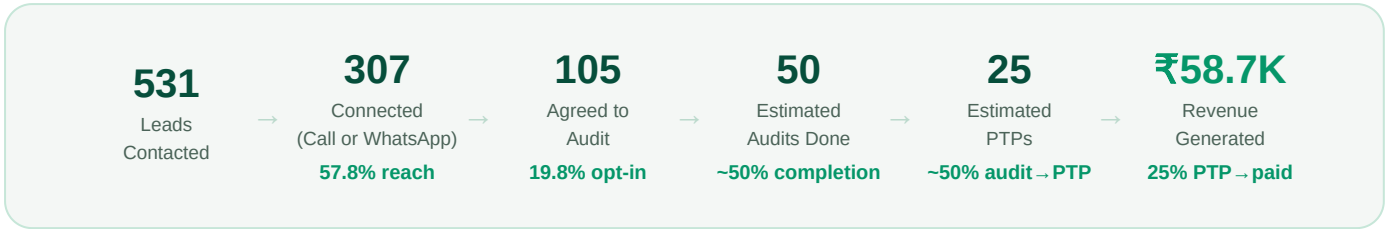
WhatsApp Plugs the Missed-Call Gap

2 With 97% WhatsApp delivery, every lead unreachable by call received a follow-up message automatically. 23% of connected leads first responded on WhatsApp — coverage that human agents simply cannot replicate.

3 **Hot / Warm Bucketing Before Human Involvement**
Convin identified 100 hot leads (18.9%) ready for an audit and 40 warm leads (7.5%) showing interest — handing off only qualified prospects to the Ezobooks team and reducing wasted agent time dramatically.

4 **67% Lower Cost Per Lead vs Human-Only Outreach**
Total AI + human cost came to ₹6.96 per lead — compared to ₹20.82 for pure human outreach. The same budget that covers 178 human-touched leads now reaches over 500 with AI.

THE RECHARGE FUNNEL — AI QUALIFIED



AI VS HUMAN AGENTS — COST TO REACH 50 AUDITS



KEY TAKEAWAYS



Recharge Funnels Need Scale Before Quality

Human agents can only touch 25 leads a day — making large lapsed-customer lists impossible to work through efficiently. AI changes the economics entirely: 531 leads, one campaign, same day.



Qualified Handoffs Protect Human Time for High-Value Conversations

By letting AI filter the 531 leads down to 140 audit-ready prospects, the Ezobooks team spent zero time on cold leads — and 100% of their effort on customers genuinely willing to reengage.



₹6.96 Per Lead Makes Recharge Campaigns Economically Viable at Any Scale

At less than ₹7 per lead and a 16X return, this model doesn't just beat human outreach — it turns customer recharge from a cost centre into a predictable, repeatable revenue lever.