

How Sanfe achieved 61x ROI with **AI Voice Calling** in just 7 days

61x

Return on
Investment

40%

connect
rate

₹31.25L

revenue impact
in 7 days



The Challenge

RTO losses were draining revenue silently



High RTO rate on COD orders

Customers were unavailable at delivery, causing couriers to return the parcel and charge both-way shipping.



₹250 lost per RTO

Every returned order meant ₹250 in dead logistics cost, plus the lost sale opportunity of ₹1,000 AOV.



Manual reattempts weren't scaling

Calling missed-delivery customers manually was too time-consuming for the operations team to maintain.

₹1,250

Total cost per
unrecovered RTO

₹250 logistics + ₹1,000 lost sale - multiplied
across thousands of orders.

AI-powered calling at scale - in 7 days

BotSpace's AI Voice Agent handled missed-delivery follow-ups, confirmed availability, and rebooked deliveries automatically.

1

RTO order detected

Shopify order tagged as missed delivery is auto-synced to BotSpace in real time.

2

AI calls the customer

A voice AI agent calls the customer, confirms availability, and reschedules delivery - no human agent needed.

3

Reattempt logged

Connected calls and reattempt outcomes are tracked in a live dashboard and spreadsheet export.

4

Delivery successfully reattempted

Recovered orders flow back to logistics for reattempt, converting an RTO into a delivered order.

The results

7 days. 30,000 calls. One campaign.

30k+

Calls attempted

12k

Calls connected

5,000

Reattempts flagged

₹50k

Total spend

Projected impact at 50% reattempt success

RTO orders saved

2,500+

Logistics cost saved

₹6.25L

Revenue recovered

₹25L

Total impact

₹31.25L

61x

ROI

About BotSpace

Conversational AI Platform for D2C brands

BotSpace is an AI-powered conversational commerce platform for D2C e-commerce brands, unifying WhatsApp, Instagram, Voice, Live Chat, and Email in one place. We help brands automate customer engagement, recover abandoned carts, verify COD orders, and drive revenue growth without expanding support teams.

Want results like these?

[Bot.space](https://bot.space) - Bilal@bot.space

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