How Haptik Helped Scale Dream11's Customer Support by 30x During IPL 2018

A CASE STUDY

haptik™

10x

RETURN ON INVESTMENT

1 MILLION

QUERIES RECEIVED

THE PLAYERS

DREAM11

Dream11 is India's Biggest Sports Game with 4 crore+ users playing Fantasy Cricket, Football, Kabaddi and NBA.

Dream11 helps sports fans increase their engagement and connect deeper with the sport they love by being a team owner, not just a spectator. Dream11 is also the fficial Partner of some of the top sports leagues in the world such as the Hero CPL, Hero ISL and NBA.

haptik™

Haptik is one of the world's largest chatbot platforms, building applications for consumers, publishers and enterprises.

The company has been at the forefront of the paradigm shift from apps to bots, having worked across various chatbot use cases such as commerce, customer service, utility and lead generation.

THE PROBLEM

For Dream11, IPL season means a massive spike in the user interaction. This leads to **increased user queries which grew by almost 30x** this year - a huge jump, especially with a user base that is over 4-crore strong.

Handling this sudden seasonal spike was very challenging for the 30 member customer support team at Dream11.

Therefore, **Dream11 needed a customer service solution that could handle the massive scale of incoming requests,** give instant responses without making anxious users wait and do all of this without an unreasonable jump in expenditure during IPL 2018.

OUR SOLUTION

Haptik deployed a Support Bot on the Dream11 desktop website, mobile web page Android and iOS apps.

The bot was trained on the frequently asked queries for Dream11 and any complex queries were directed to Dream11's customer support team.

Haptik's bot answered 80% of the 1 million+ queries received during IPL 2018, with an average resolution time of **32 seconds.**
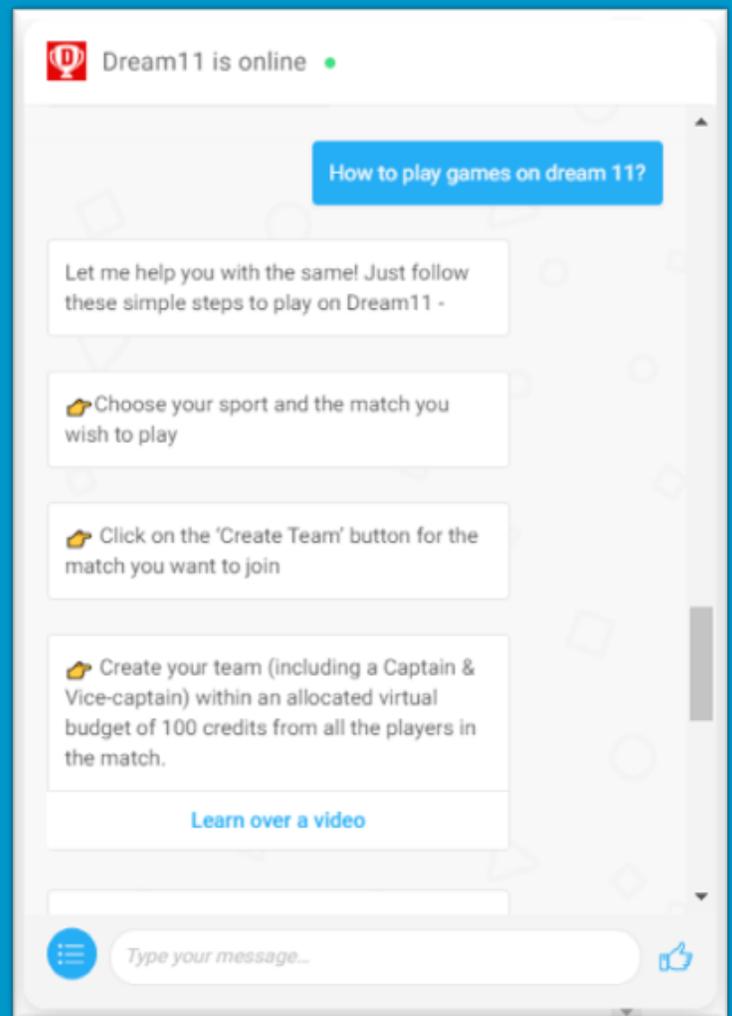
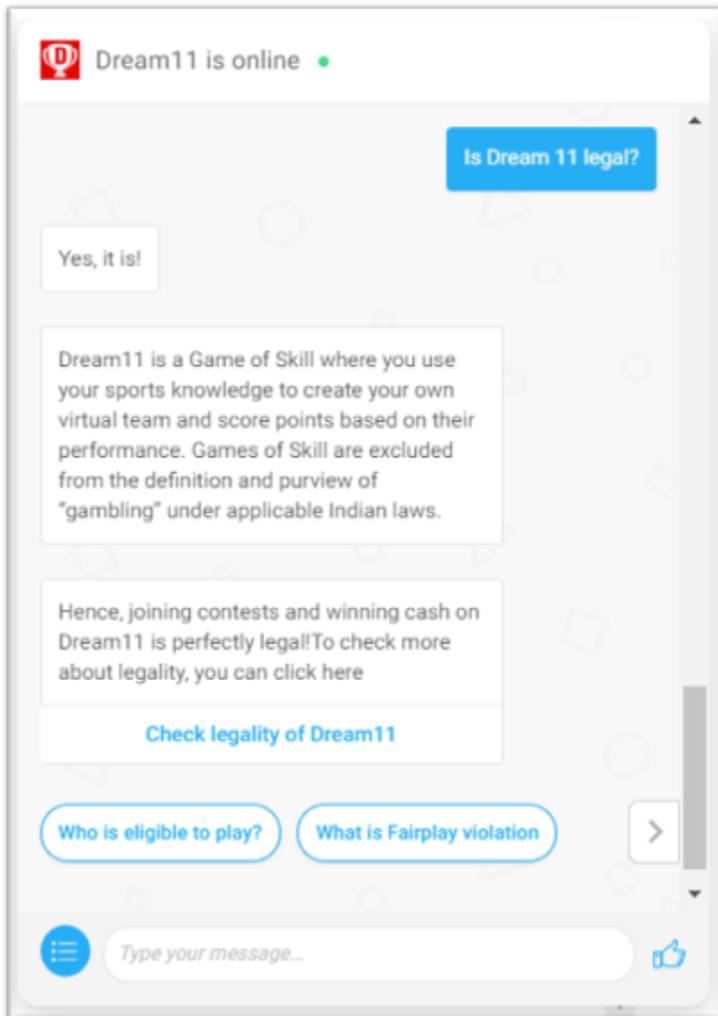This **30X increase in query volume was handled without any increase in the customer support team** size and personnel cost, delivering a **10X ROI for Dream11.**

On entering the chatbot, users can select from a variety of known issues to begin the troubleshooting through chat.
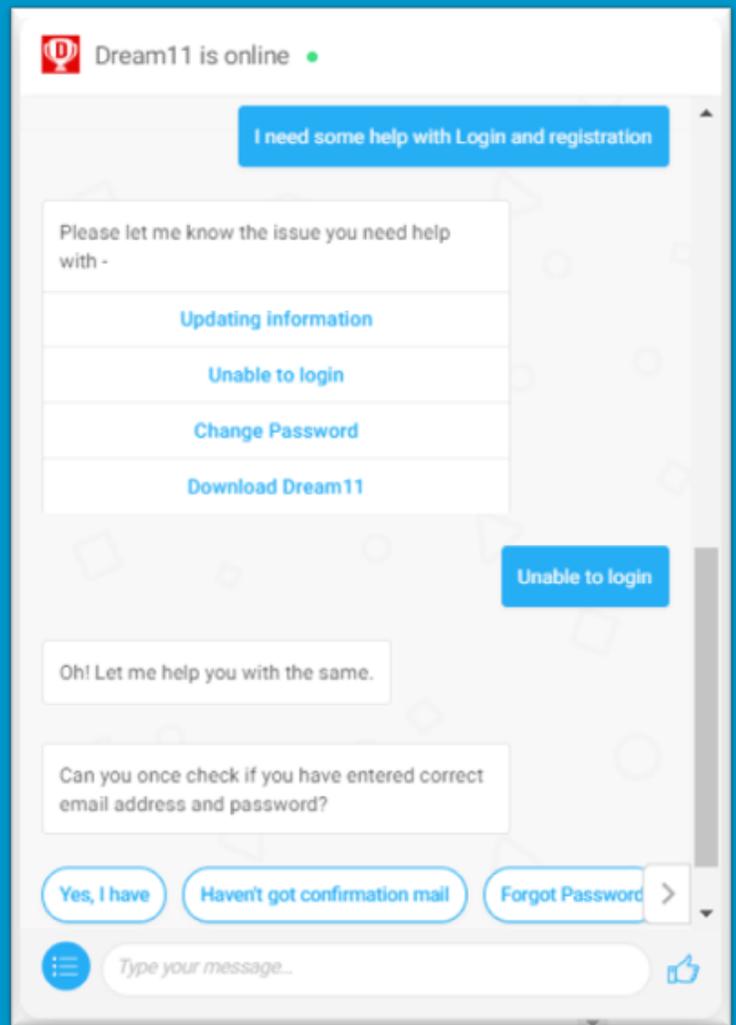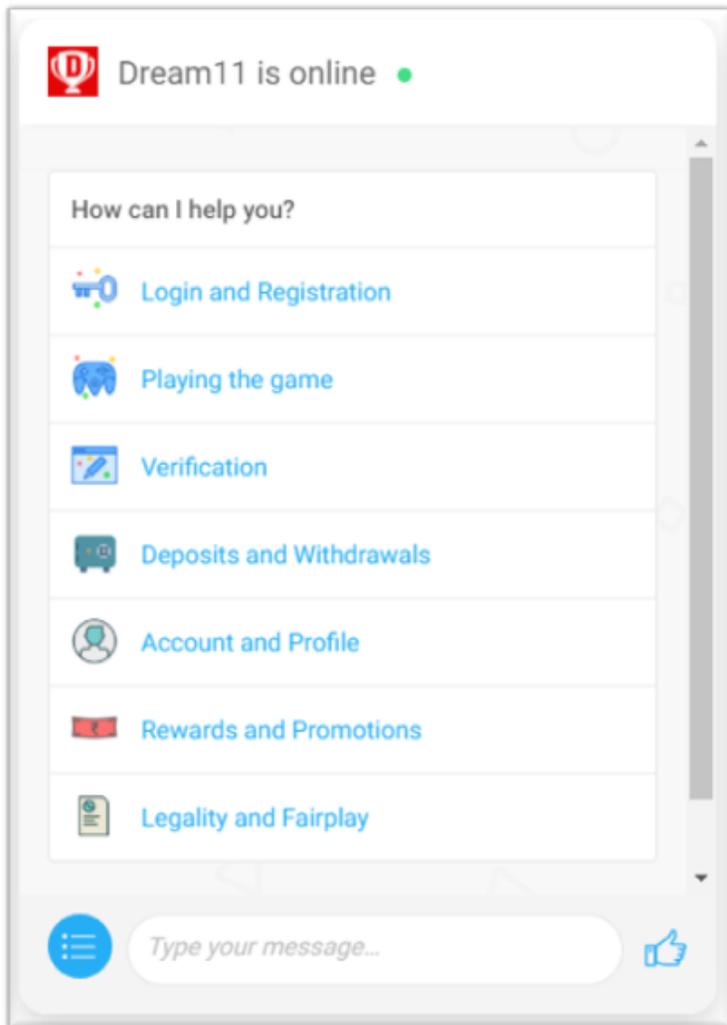

Users interact with the chatbot which guides them through various stages in order to solve the issue that they're facing step by step.

Common user queries regarding the legality of Dream11,etc., are all handled by the chatbot Quick replies are used throughout to reduce user effort required.

Dream11 is online •

Is Dream 11 legal?

Yes, it is!

Dream11 is a Game of Skill where you use your sports knowledge to create your own virtual team and score points based on their performance. Games of Skill are excluded from the definition and purview of "gambling" under applicable Indian laws.

Hence, joining contests and winning cash on Dream11 is perfectly legal!To check more about legality, you can click here

Check legality of Dream11

Who is eligible to play?   What is Fairplay violation

Type your message...

Dream11 is online •

How to play games on dream 11?

Let me help you with the same! Just follow these simple steps to play on Dream11 -

👉Choose your sport and the match you wish to play

👉 Click on the 'Create Team' button for the match you want to join

👉 Create your team (including a Captain & Vice-captain) within an allocated virtual budget of 100 credits from all the players in the match.

Learn over a video

Type your message...

The user was also led to Dream11's video tutorials on complicated topics like Gameplay whenever required.

Urgent user queries are handled within seconds and the chatbot is able to handle mild small talk to maintain the human feel of the chatbot.
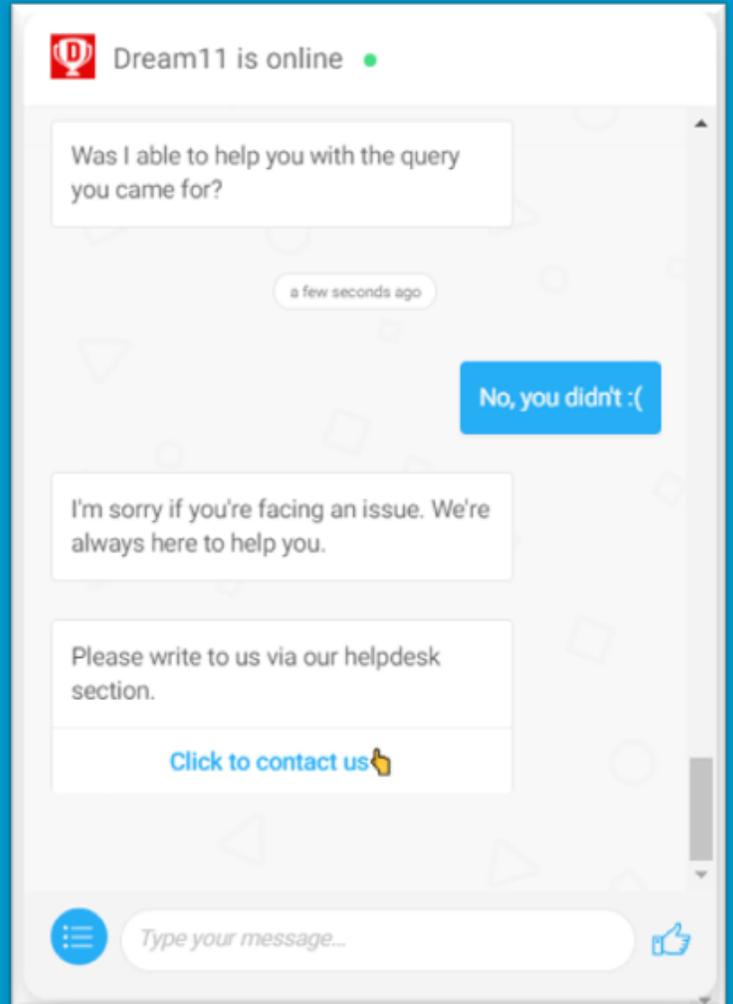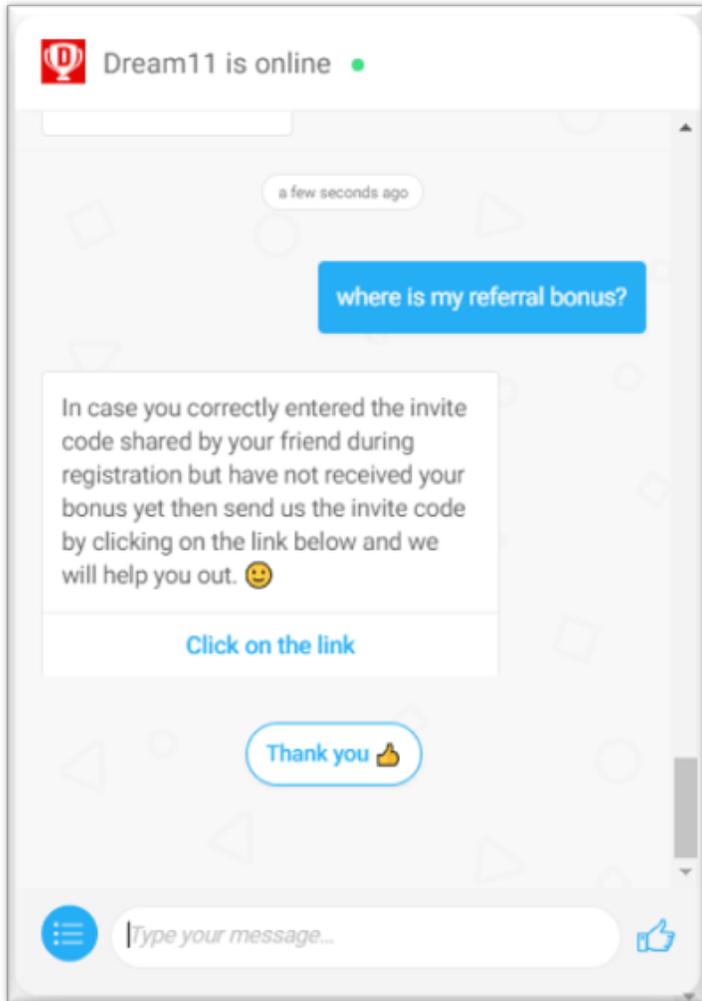
The chatbot has a feedback module built-in that prompts the user to ask whether a chat was satisfactory and provides a link to Dream11's helpdesk if human intervention is required.

THE RESULTS

QUERY VOLUME
Customer Queries
Received By The Bot

1 MILLION

ENGAGEMENT
Jump In
Query Volume

30x

QUERY HANDLING
Queries Handled By
Haptik Bot

80% OF 1M

AUTOMATION
Haptik Bot's
Accuracy

~90%

REPLY RATE
Average Resolution
Time by Bot

32 SECONDS

> " *We've found that Haptik's chatbots are one of the strongest, most technologically advanced in the market and understand the Indian user and sentiment extremely well. Our success this IPL season with over 4 crore users would not have been possible without Haptik's chatbot being the wind beneath our wings.*

- Harsh Jain,
CEO and Co-Founder, Dream11

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