

How Off Duty Converts

13% Of Abandoned Carts

With Voice AI

Industry: Fashion & Lifestyle

Solution: AI Voice Agent for Abandoned Cart Recovery

13%

conversion rate

57.5%

connect rate

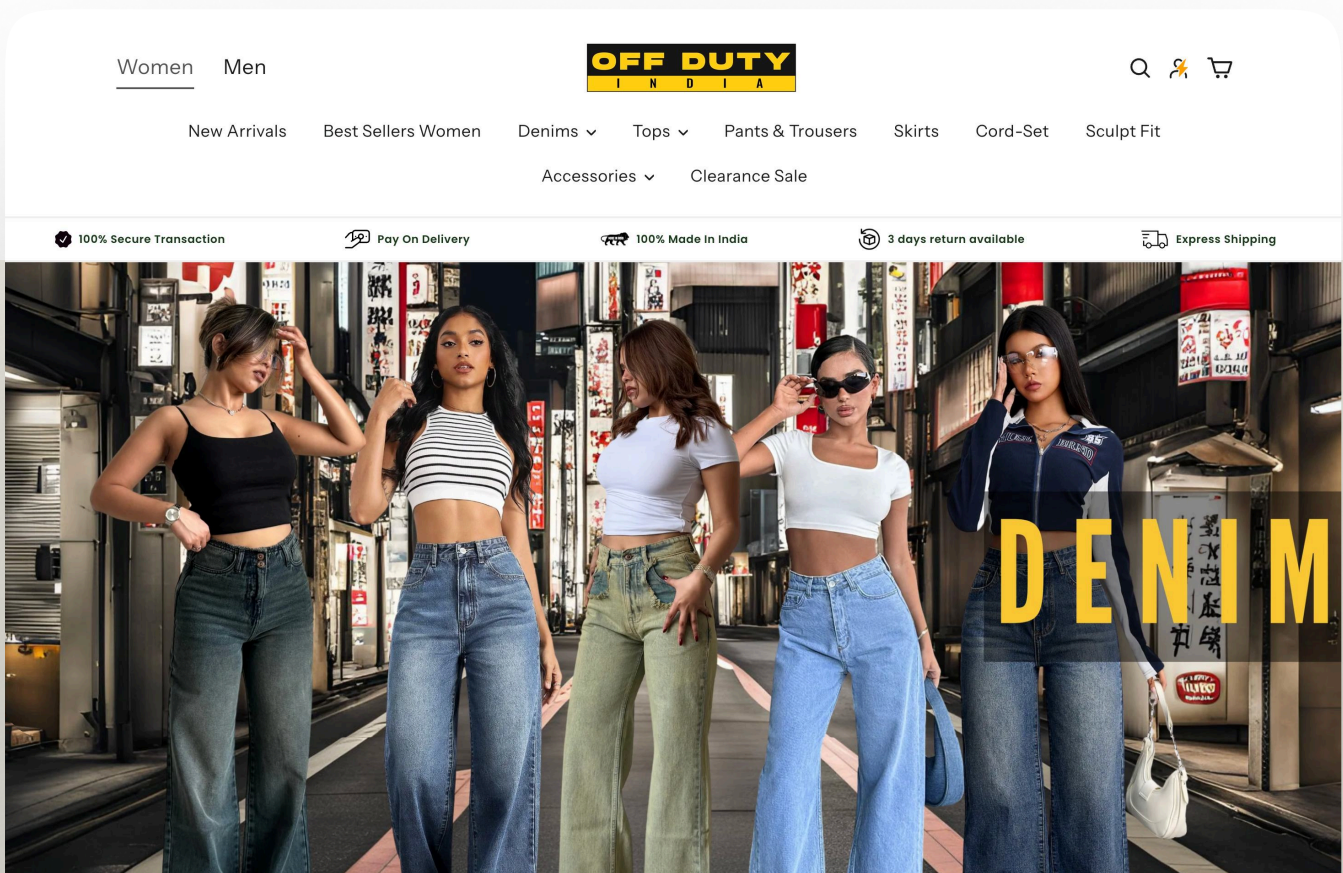
₹16.9L

revenue recovered in
less than 30 days



The Challenge

Off Duty needed a faster, more reliable way to recover abandoned carts. Their calling team was effective but couldn't keep up with rising volumes, leading to missed opportunities. They wanted an automated voice system that could reach shoppers instantly and convert carts without relying on manual bandwidth.



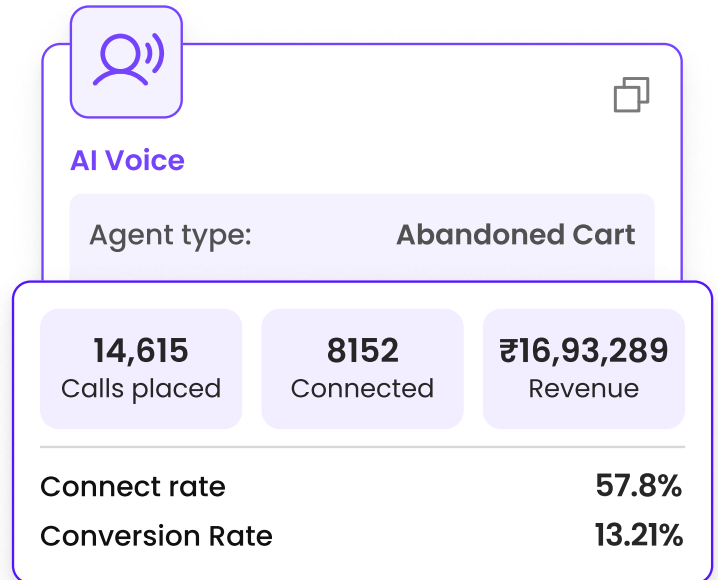
The BiteSpeed Solution

Off Duty deployed BiteSpeed's AI Voice Agent, an always-on recovery engine that automatically calls shoppers within minutes of abandonment, engages them in natural dialogue, and nudges them to complete their purchase.

The AI Voice Agent now handles:

#1 Abandoned Cart Recovery

The agent instantly contacts every cart abandoner, resolves concerns around fit, delivery, or offers, and shares checkout links on WhatsApp, driving quick conversions.



13%

conversion rate

₹16.9L

revenue recovered

#2 COD & RTO Confirmation

The voice agent verifies COD orders in real time, confirming intent and address accuracy to reduce fraud and RTO losses.

15-20%

lower RTO risk

#3 Automated Follow-Ups

If a shopper misses the call, the AI intelligently retries and schedules follow-ups at better times, improving reach.

57.5%

connect rate

#4 Scalable, 24/7 Coverage

Operating round the clock across weekends, evenings, and sale spikes, the AI Voice Agent handled over 17K calls in under a month, without adding any manual calling load.

17.4k

calls handled in
<30 days

The Voice AI Capabilities That Powered Off Duty's Results

Personalised voice profiles

Near-zero latency

Real-time intelligence

Smart Interruption handling

Pronunciation library

Product knowledge library



About bitespeed

BiteSpeed is an AI-native CRM for e-commerce that unifies WhatsApp, email, SMS, Instagram, and voice calls on a single platform. It helps brands recover abandoned carts, confirm COD orders, and run multi-channel campaigns effortlessly.

With its AI Voice Agents, BiteSpeed enables brands like Mokobara, Bombay Shaving, Fujifilm Instax, Trident, and Aditya Birla to recover lost revenue by instantly calling shoppers, resolving queries, and converting carts at scale.



Vinayak Aggarwal

CEO, Bitespeed

vinayak@bitespeed.co

230+ Five-Star Reviews
on Shopify

Overall Rating

4.9 ★★★★★

TRUSTED BY 5000+ BRANDS



mokobara

DOT & KEY



zouk.

Skybags

aurelia

