

<p>Details about the campaign*</p>	<p>Jio Interact is the world’s first patented Artificial Intelligence based video call platform service offering most natural video calling interface with the consumers, which can also be customized whenever needed.</p> <p>Before JioInteract, only voice based &amp; chat (read &amp; type) based BOTs existed apart from traditional digital options like web pages &amp; apps to create and distribute content. Thus Digital Literacy became a huge entry barrier to user’s ability to get anything meaningfully done over internet. From end consumer’s perspective, internet content was consumed in the form of webpages &amp; apps, via surf – type - discover – read/watch method.</p> <p>Although revolutionary, in its current form the Internet is elitist. The “Next Billion Users” are still unable to use the Internet in any meaningful way due to various barriers such as</p> <ul style="list-style-type: none"> <li>(A) Unfamiliarity with English language</li> <li>(B) Overall UI &amp; Ux of browsers / apps being complex for this TG</li> <li>(C) Lower capability &amp; durability of low end devices</li> <li>(D) Lack of internet savviness etc.</li> </ul> <p>JioInteract paved the way for the next billion internet users to be able to enjoy man-to-machine video calling interactivity. It also paved the way for marketers to create interactive, conversational marketing content to connect with this audience.</p> <p>It resulted in 25Mn+ minutes of consumers speak in just 2 weeks of the launch. Apart from increasing the reach of digital medium, it also added new customers to Jio’s consumer platforms.</p> <p>This created a potential additional revenue stream for Jio, in a USD 200 Bn online advertisement market apart from a new category of AI based video call engagement.</p>
<p><b>Describe the product/service in brief</b></p>	<p>JioInteract is world’s 1<sup>st</sup> AI based Video Call Platform. It’s a Man-to-Machine Video Call using Conversational-AI-Technology. It creates a unique interactive experience using a Humane Face with Power of AI.</p> <p>Jio Interact extended humane interaction with the end consumer without compromising on the quality of the conversation. It was a marriage of technology with the marketing world.</p>
<p><b>Marketing challenges &amp; objective</b></p>	<p>Every newly created category faces the following challenges, which were same for us:</p> <ul style="list-style-type: none"> <li>• Creating awareness</li> <li>• Sustain</li> <li>• Extend the customer experience and engagement</li> </ul>

	Being a new category creator, our primary objective is to drive consumer adoption.
<b>State the idea/solutions/innovation of the product/service</b>	<p>Post Jio launch, we observed massive surge in video calling. However, the process of visiting a webpage or downloading an app and then to type, surf, read remained far more cumbersome for most internet users. The challenge in front of us was to simplify UX (User eXperience) for the Next Billion internet Users.</p> <p>We leveraged the fact that calling is easier than surfing, to create world’s 1st AI based Video Call Platform offering conversational AI experience with a human face over a video call.</p>
<b>Describe the technology &amp; how was it used to enhance the product/service</b>	Jio Interact is a two-way conversational marketing platform. This unique & innovative service uses a powerful artificial intelligence based platform to listen to user questions and respond to them in the most appropriate way. In addition, the platform has a unique auto-learning feature that helps improve the answering accuracy. It’s based on the concept of conversational computing, which means it grown and builds intelligence as consumer converse more and more. JioInteract platform enables brands with a more interactive & immersive video way to communicate with its target audience, through personalized, one-to-one conversations & dispensing a wider range of brand messaging, product highlights to its customers directly. In the process, also empowering consumers to choose the type of content they want to consumer.
<b>Execution</b>	<p>We launched using entertainment &amp; lifestyle as a hook with the biggest stars from Bollywood like Shri Amitabh Bachchan, Ranbir Kapoor, and Shraddha Kapoor. We also took forward Shri Narendra Modiji’s initiative of World Yoga day by creating a lifestyle focused video call experience with Swami Ramdev.</p> <p>The ease of invocation of the JioInteract platform by simply dialing (7000070000 ) has enabled customers from rural India to talk to their favorites stars &amp; get on to a one-to-one interaction which would not have been possible through traditional media like TV, Radio, OOH or digital.</p>
<b>Share the results of the product/service – ROI, number of users, objectives achieved etc</b>	<ul style="list-style-type: none"> <li>• For the very 1st Video call experience which was for the movie 102 Not Out, Mr. Bachchan spent a total of 600,000 hours – equivalent of 68 years, working 24 hours a day - attending face-to-face video calls. This would cost billions &amp; still be impossible to pull off without the aid of JioInteract Technology.</li> <li>• JioInteract, a patent filed, new category creator innovation. It gives Jio a new revenue stream and a strong foothold in the 200 BN USD online advertising market.</li> </ul>

- Jio's own captive subscriber base of 250 Mn plus (& growing), gives a massive head-start to JioInteract. This was evident during the record-breaking debut of JioInteract.

The various KPI are

	In	Daily Avg. in Month 1
Customer Acquisition		
Unique Callers	Millions	0.64 Mn
Unique Calls	Millions	0.72 Mn
Unique Interactions	Millions	1.10 Mn
Quality of Engagement		
Avg Duration Spent	Seconds	137
New Revenue Stream		
New accounts signed up	Count	8 enterprises

**Daily user stats**

- Daily Unique Callers 0.64 Mn
- Daily Unique Calls 0.72 Mn
- Daily Unique Interactions 1.10 Mn
- Daily Avg Duration Spent per user 117 seconds
- 8 New enterprise accounts signed up