Unlocking Value from 'Orphan Leads' with AI Telecalling for an E-Scooter Brand

Client

A leading automotive company in the electric two-wheeler segment

Challenge

The client had accumulated a large pool of *"orphan leads"* — prospective customers generated through various digital marketing channels but not actively pursued by any sales team. These leads were either considered low-quality or had been dropped due to non-responsiveness or lack of follow-up bandwidth.

The core challenge: How to extract business value from leads that traditional sales channels had written off.

Solution: AI-Powered Telecalling Campaign

Eligere Technologies deployed its AI telecalling engine - Vocalis, to engage with these dormant leads at scale. The AI agents were designed to:

- Initiate human-like conversations in the native language of the targeted leads

- Qualify leads based on real-time interactions

- Capture call dispositions

- Flag warm and hot leads for immediate human sales follow-up or dealership visit

Campaign Execution

7 Days
Duration

12,000
Leads Attempted

2,780
Calls completed with disposition captured

1,293
Qualified warm & hot leads identified

The AI system carried out highly personalized conversations, reaching thousands of leads with zero fatigue, consistent pitch quality, and structured feedback for every call.

Impact

- Client ROI: 350%

- Lead conversion efficiency: ~46% of completed conversations resulted in warm/hot lead identification

- Sales bandwidth optimized: Human sales teams were able to focus only on pre-qualified high-intent leads

- Cost-effective lead resurrection: Business value recovered from previously ignored or dropped data

Key Takeaway

This campaign proved that AI telecalling can revive dormant pipelines, uncovering revenue opportunities even from low-priority or legacy leads. In just 6 days, the client received high-value pre-qualified leads — and had a 350% RoI without increasing their human sales overhead.

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