



Turning Support into Strategy

Harness AI Voice Agents to Drive Retention & Long-Term Revenue Growth

The D2C Retention Dilemma: Why Engagement Can Make or Break Growth

In today's D2C landscape, acquiring customers is more expensive than ever. With rising CAC, brands can't afford to rely on one-time purchases. Customer retention is more important than ever.

To meet the needs of the modern consumer, most consumer-facing brands are constantly launching new products, yet few have the systems in place to educate and engage users post-purchase. This leads to a growing gap between what brands offer and what customers actually experience.

Without proactive, personalised engagement, users drop off. Loyalty stagnates. And the full potential of LTV remains untapped. In a space that thrives on repeat behaviour and brand affinity, missing the mark on engagement puts long-term growth at risk.



The Key Bottlenecks Holding Brands Back

What's blocking retention, stalling revenue, and killing customer loyalty?



High CAC, Low Retention

Customer acquisition costs are rising but without repeat orders.



Lapsed Customers

with no reorders and no visibility on why they dropped off



Overwhelmed Team

18 hours response time by support team with a CSAT score of just 3.4



Eroding Loyalty

Customers switch brands at the tap of a screen.



New Launches, No Insights

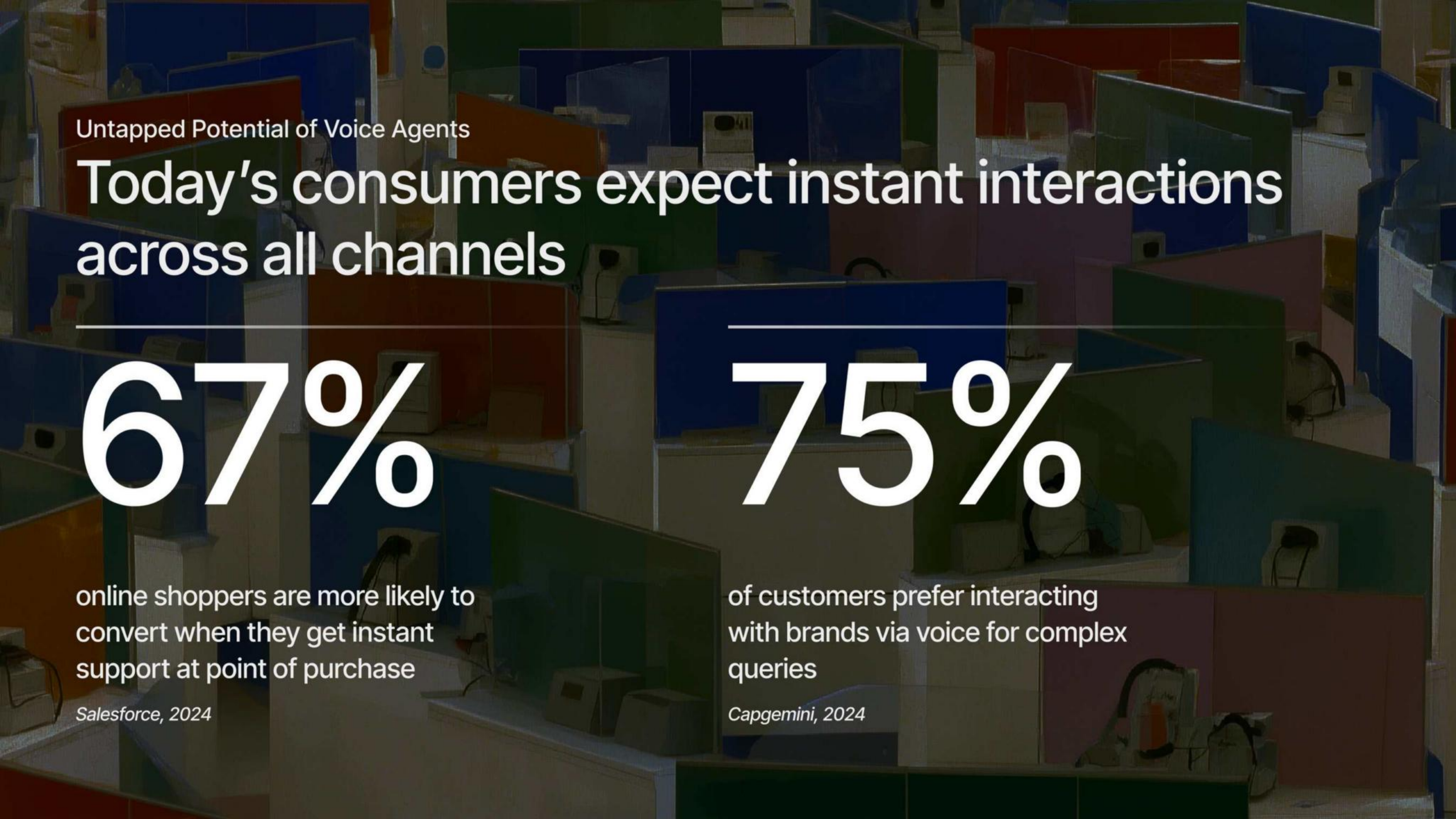
Brands are rolling out new products constantly with little feedback from users. Mostly a shot in the dark.

These challenges were leading to revenue loss, poor customer experience, and churn- all at a time when the Indian wellness and D2C industry is projected to grow at 15-18% CAGR (Source: Bain, 2024).

The Cost of Poor Retention

The Dangerous Trap of High CAC + Low Retention

- Brands spend approx. ₹1,500 on CAC.
- With around ~190 million online shoppers in India, this translates to a potential market-wide CAC of over ₹285,000 crore annually.
- Yet, **less than 30% of customers reorder within 3 months**, signalling low retention across categories.
- This is critical because 70–80% of revenue for mature D2C brands comes from repeat buyers (*Bain, 2024*).



Untapped Potential of Voice Agents

Today's consumers expect instant interactions
across all channels

67%

online shoppers are more likely to
convert when they get instant
support at point of purchase

Salesforce, 2024

75%

of customers prefer interacting
with brands via voice for complex
queries

Capgemini, 2024



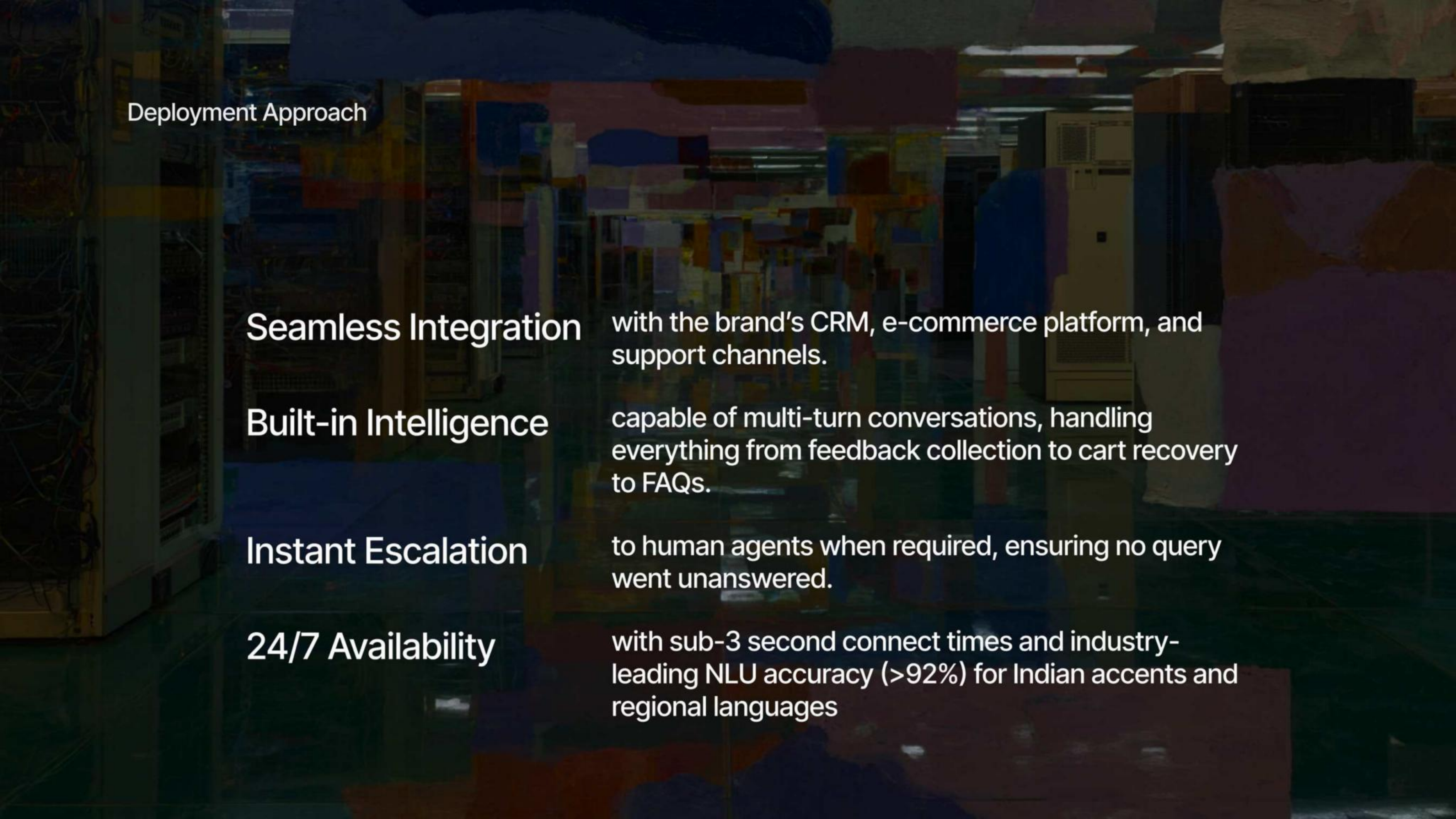
But the Industry Is Still Catching Up

Despite what consumers want,
most brands aren't ready.

1/10th

of the Indian D2C brands
have implemented AI
Voice Solutions leaving
the market ripe for
disruption.

Capgemini, 2024



Deployment Approach

Seamless Integration

with the brand's CRM, e-commerce platform, and support channels.

Built-in Intelligence

capable of multi-turn conversations, handling everything from feedback collection to cart recovery to FAQs.

Instant Escalation

to human agents when required, ensuring no query went unanswered.

24/7 Availability

with sub-3 second connect times and industry-leading NLU accuracy (>92%) for Indian accents and regional languages

Solving the Core Blockers

Problem

**Lapsed
Customers**

Solution

Smallest.ai's Voice Agents run outbound voice campaigns. Agents proactively reached out to lapsed customers, ask for feedback, offer personalised reordering incentives.

Result

26%

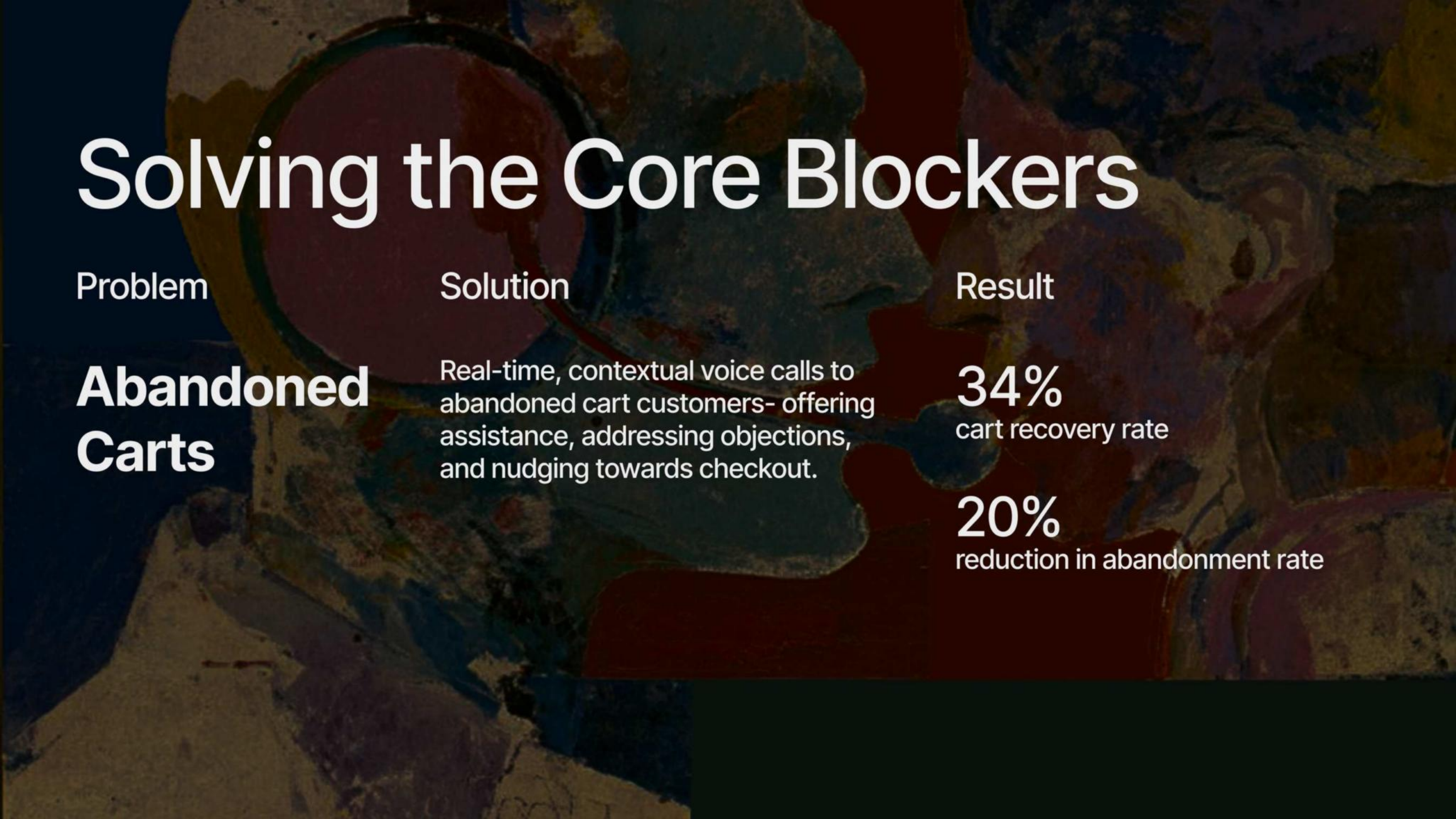
Reactivation rate in 8 weeks

3,000+

feedback insights generated

18%

increase in repeat purchase rate

An abstract background featuring a profile of a human head in shades of blue and purple. A large, solid red circle is positioned over the head's face area. The overall composition is layered and textured.

Solving the Core Blockers

Problem

**Abandoned
Carts**

Solution

Real-time, contextual voice calls to abandoned cart customers- offering assistance, addressing objections, and nudging towards checkout.

Result

34%
cart recovery rate

20%
reduction in abandonment rate

Solving the Core Blockers

Problem

**Customer
Support**

Solution

24/7 inbound AI voice support that answered queries autonomously on order status, product usage, delivery info, and more.

Result

Immediate

Response Time from 18 hours

CSAT 4.5

Improved from CSAT 3.4



Solving the Core Blockers

Problem

**No Visibility
into DropOffs**

Solution

Gathering conversational insights through customer interaction is an opportunity to understand. Voice AI captures patterns, objections, and product feedback at scale.

Result

Smarter Launches
based on Personalised Feedback

No Assumptions
New product rollouts were backed by real customer insight.

See it in action

Caroline
Ecomm Cart Drop-off Agent

Good afternoon! Am I speaking to Mr. Johnson?

Yes, speaking.

Hi Mr. Johnson! This is Caroline from TrendyThreads. I noticed you left a few items in your cart but didn't complete the purchase. May I ask why you didn't check out?

Yeah, I got busy. I might do it later.

I understand. If you'd like to complete it today, I can offer you a 20% discount on your order. Would that help?

A hand holding a smartphone, with a wristwatch visible. The background is a blurred cityscape at night with colorful lights.

Under the Hood

The Tech Behind our AI Voice Agents

At Smallest, our voice agents are powered by two proprietary technologies

Lightning V2

Hyper-realistic, ultrafast TTS Model

- MOS: 4.33/5 for near-human voice clarity
- Supports 16+ languages (Hindi, Arabic, French, Russian)
- 100ms latency for real-time dialogue
- Handles amounts, dates, acronyms with precision
- Outperforms competitors (ElevenLabs, Cartesia, Bulbul) in clarity, speed, and contextual accuracy

Electron

SLM that learns like a Top Sales Agent

- Built for high-stakes conversations: debt collection, sales, complex support
- Trained on 1M+ multilingual conversational examples
- TTFB: 45ms (vs. GPT-4.1 Mini's 450ms)
- Learns post-deployment, adapting to enterprise-specific needs
- Continuously identifies and fixes real-world failure points

Benchmarks

P90 latency

includes all network and server latency

Lightning V2



Sonic 2.0



Bulbul V2



ElevenLabs



Why Smallest.ai?

At Smallest, we build voice agents that feel like real conversations- context-aware, human-like, and designed to drive outcomes:

Integrate with CRM

Instant Connect Times

24/7 Engagement

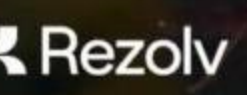
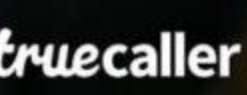
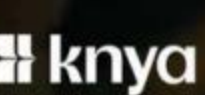
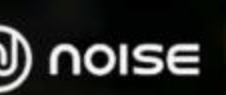
AI that can converse and convert

Personalize Conversations

Scalable

Ready to Transform Your Customer Experience?

Email us at support@smallest.ai and schedule a demo on how smallest.ai's Voice Agent's can transform your operations.

We've been featured!

The Forbes logo is displayed in white serif font on a dark blue rounded square background.The U.S. Business logo features the text "U.S. Business" in white, with "U.S." in a red box, set against a dark blue rounded square background.The ET logo consists of the letters "ET" in white serif font on a red rounded square background.The Inc42 logo is shown in white sans-serif font on a red rounded square background.

Blogs

- Lightning V2 - The Decisive Leader in Enterprise TTS
- Benchmark Reports - Smallest.ai vs ElevenLabs
- Benchmark Reports - Smallest.ai vs Cartesia
- Electron V2 - an SLMA powering real-time conversations