VACHAK AI
AI AGENTS FOR A BRIGHTER TOMORROW

AI-POWERED ENROLLMENT & REVENUE INTELLIGENCE

How Vachak AI helps private universities activate, recover, reactivate and convert admission opportunities.

From Enquiries to Enrollments



More Conversations. More Opportunities. A Stronger University.

40+ Private Universities — Trust Vachak AI

20 Lakh+ Leads Processed — Across our platform

10 Lakh+ AI Call Minutes — Real admission conversations

AI Voice + AI Chat — Intelligent Automation for Higher Enrollment

The Admission Journey

From a prospect to a confirmed enrollment — a long journey with multiple drop-off points.

From Interest

- **Prospect Pool** — Thousands to lakhs of opportunities
- **First Engagement** — Initial contact with prospective students
- **Admission Enquiry** — Information and programme interest
- **Application Started** — Student begins the application process
- **Application / Payment** — Completes form and makes payment
- **Counsellor Follow-up** — Personalised guidance and support
- **Nurturing** — Continuous engagement until decision
- **Enrollment** — A successful new student

to Impact

The Real Challenge

For private universities, generating an admission lead is only the beginning. Between the first enquiry and final enrollment, valuable opportunities can disappear.

- Thousands of prospects requiring timely engagement
- Limited counsellor bandwidth
- Missed or unanswered calls
- Incomplete applications
- Unpaid applications
- Leads becoming dormant after counselling
- Repeated questions consuming counsellor time
- After-hours enquiries going unanswered
- Lack of visibility into what students actually want

Good Leads Shouldn't Be Lost

Four Major Revenue Leaks

01 Untouched Prospects
Large prospect pools that cannot be engaged manually at scale.

02 Application Drop-off
Students who start but don't complete the application or payment.

03 Dormant Leads
Previously interested prospects who stop responding to counsellors.

04 Missed After-Hours Enquiries
Prospects who need assistance when the counselling team isn't available.

The Vachak AI Approach

One AI Intelligence Layer Across the Admission Funnel

ACTIVATE	RECOVER	REACTIVATE	CAPTURE
Engage large prospect pools	Complete incomplete applications	Bring dormant leads back	Be available 24×7

Vachak AI combines AI Voice, AI Chat and intelligent automation to engage prospects, understand intent, identify barriers, trigger the next action and bring human counsellors into the journey when required.

> "The question is no longer only 'How many leads do we have?' It is 'Which opportunities can we intelligently convert?'"

Four Admission Problems. One AI System.

Activate. Recover. Reactivate. Capture. A smarter path to higher enrollments.

Different Students. Smarter Conversations. Better Enrollments.

01 AI Lead Activation

From Large Prospect Pools to Meaningful Conversations

Universities often have large volumes of prospective-student records that need timely first engagement. Vachak AI helps you reach, engage and qualify genuine prospects at scale.

The Traditional Way	With Vachak AI
Large prospect pool	AI Voice / Chat outreach
Manual calling	Matural conversation
Limited counsellor capacity	Intent detection
Delayed contact	Lead qualification
Unreached prospects	High-intent leads to counsellor



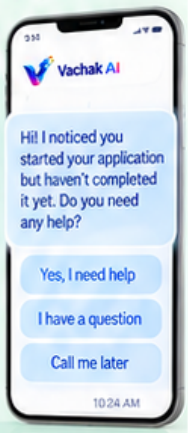
More conversations.
Better qualification. Smarter counsellor prioritisation.

02 Application Recovery

From Started Applications to Completed Applications

A student who has already started an application has shown intent, Vachak AI identifies incomplete applications and re-engages students to help them complete the process and make the payment.

Why Students Don't Complete	The Vachak AI Workflow
Process confusion	Application started
Missing documents	Drop-off detected
Payment issues	AI re-engagement (call / chat)
Fee-related concerns	Understand the barrier
Eligibility questions	Guide / Resolve / Escalate
Technical difficulty	Application completion
Waiting for parent approval	
Comparing other universities	



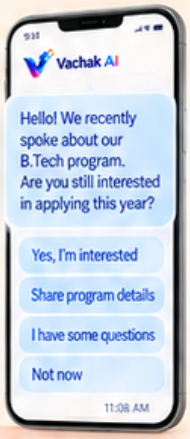
Recover opportunities before they become lost applications.

03 AI Lead Reactivation & Nurturing

Turn Dormant Leads Back into Active Opportunities

Many prospects engage with counsellors but stop responding. Vachak AI reopens the conversation with personalised, intelligent follow-ups to bring them back into the admission journey.

Typical Dormant Lead Journey	With Vachak AI
Initial interaction	AI re-engagement
Counsellor follow-up	Understand current intent
No response	Identify new objection / requirement
Becomes dormant	Personalised nurturing
Opportunity at risk	High-intent signal
	Counsellor handoff



Dormant Leads → Re-engaged Prospects → Qualified Opportunities.

04 24×7 AI Admission Desk

When Counsellors Go Offline, Admissions Don't Have To

Admission enquiries don't stop at 6 PM. Vachak AI can manage inbound calls and chats after hours, on weekends and holidays — ensuring every serious enquiry gets a response.

The Traditional Way	With Vachak AI
Student calls after hours	AI answers immediately
No counsellor available	Understands requirement
Call goes unanswered	Provides information
Lost opportunity	Captures intent
	Escalates when required
	Creates follow-up



Every serious admission enquiry deserves a response — even when the counselling team isn't available.

One Platform. A Stronger Admission Funnel.

From first enquiry to final enrollment, Vachak AI works across the entire student journey — helping universities engage smarter, respond faster and convert more opportunities.

Activate	Recover	Reactivate	Capture
More Prospects	More Applications	Dormant Leads	Opportunities 24×7

More Students Brighter Futures



The Data Moat: Every Conversation Creates Intelligence.

Backed by millions of real admission interactions, built for better enrollment outcomes.



40+
Private Universities
Across India trust Vachak AI

20 Lakh+
Leads Processed
Across our platform

10 Lakh+
AI Call Minutes
Real admission conversations

A unique data foundation
from real student conversations that powers better intent prediction, personalisation and enrollment outcomes.

From Conversations to Intelligence

Every interaction goes beyond a call — it becomes a source of actionable insights for universities.

Voice Calls
Inbound & outbound conversations

Chats & WhatsApp
Real-time student queries

AI Understands
Language, intent, context and sentiment

Intelligence Generated
Structured insights from every conversation

Action & Opportunity
Automated follow-ups, counsellor handoffs and higher conversions

What Millions of Interactions Help Vachak Understand

Intent Signals	Is the student exploring, considering, applying or ready to enrol?
Conversational Signals	How students respond to questions, offers and admission information.
Objection Signals	Fees, placements, eligibility, location, hostel, program choice, parents and more.
Behavioural Signals	Patterns of engagement, hesitation, drop-off and reactivation.
Emotional & Contextual Cues	Confidence, urgency, frustration or renewed interest within conversations.
Conversion Signals	Indicators of movement toward application, counselling or enrollment.

Real Conversations. Real Insights.

Our AI agents analyse conversations to detect intent, extract key information and trigger the right next action — at scale.



AI Analysis (Real-time)

Program Interest	MBA
Intent Level	High
Key Topics	Fees, Hostel, Placements
Sentiment	Positive
Parent Involvement	Yes (Parent call later)
Next Best Action	Share brochure + Schedule counsellor call

"Every conversation gives us a clearer understanding of what students need, what is stopping them and how we can help them take the next step."

Turning dialogues into decisions.

From Data to a Smarter Admission Engine

Millions of real admission interactions help continuously improve our AI systems, making them more accurate, contextual and outcome-driven.

"Real data. Real students. A stronger tomorrow for higher education."

LEARN
GROW
BELONG
ACHIEVE
TOGETHER

Real Admission Conversations → Large-Scale Interaction Data → Behaviour Analysis → Model & System Refinement → Better Intent Understanding → Smarter Next-Best Action → Higher Enrollment Outcomes

The AI-Native Admission Engine

One intelligent platform. Every admission workflow. Stronger enrollment outcomes.

More Students Brighter Futures

AI that works with your team, for a stronger tomorrow.

- Higher Enrollments
- Smarter Decisions
- Stronger Institutions



One AI Layer. Multiple Admission Workflows.

Vachak AI brings together voice, chat, automation and intelligence to support the entire admission journey.

AI Voice
Inbound and outbound admission conversations at scale.

AI Chat
Instant admission assistance across web, WhatsApp and digital channels.

Lead Activation
Engage large prospect pools and identify genuine interest.

Application Recovery
Re-engage applicants who have not completed the admission journey.

Lead Reactivation
Bring dormant prospects back into active consideration.

Parent Engagement
Answer questions and support parent-influenced decisions.

24×7 Admission Desk
Capture and qualify enquiries beyond counselling hours.

Human Escalation
Move high-value or complex conversations to the right team.

The Vachak AI Admission Flywheel

A continuous loop that turns conversations into enrollments and makes your admission process smarter over time.

01	Attract	Generate enquiries and prospect opportunities.
02	Engage	AI starts the conversation through voice or chat.
03	Understand	Identify intent, interest and barriers.
04	Nurture	Continue personalised engagement.
05	Escalate	High-intent or complex cases reach the right counsellor.
06	Convert	Students progress toward applications and enrollment.
07	Learn	Every interaction improves future engagement.

A self-improving system for higher enrollments.



From CRM to Revenue Intelligence

Not just a system to store leads — an intelligent engine that understands, engages and helps convert them.

Traditional CRM
Stores leads.

AI Calling Platform
Contacts leads.

Vachak AI
Understands leads.

- Engages
- Understands
- Qualifies
- Nurtures
- Prioritises
- Escalates
- Learns

A Smarter University Tomorrow

With Vachak AI, your admission team can focus on what matters most — high-value conversations and enrollments.

- Higher Enrollments
- Better Productivity
- Data-Driven Decisions
- Stronger Growth

Proven Scale. Real Impact.

Built from real admission conversations across India's leading private universities.

40+ Private Universities
Across India trust Vachak AI

20 Lakh+ Leads Processed
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10 Lakh+ AI Call Minutes
Real admission conversations

> *Every conversation is a step toward a brighter future.*

LEARN
GROW
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TOGETHER

VACHAK AI
AI AGENTS FOR A BRIGHTER TOMORROW

From Conversations to Enrollments.

AI Revenue Intelligence for Universities.

Let's Build a Brighter Tomorrow →