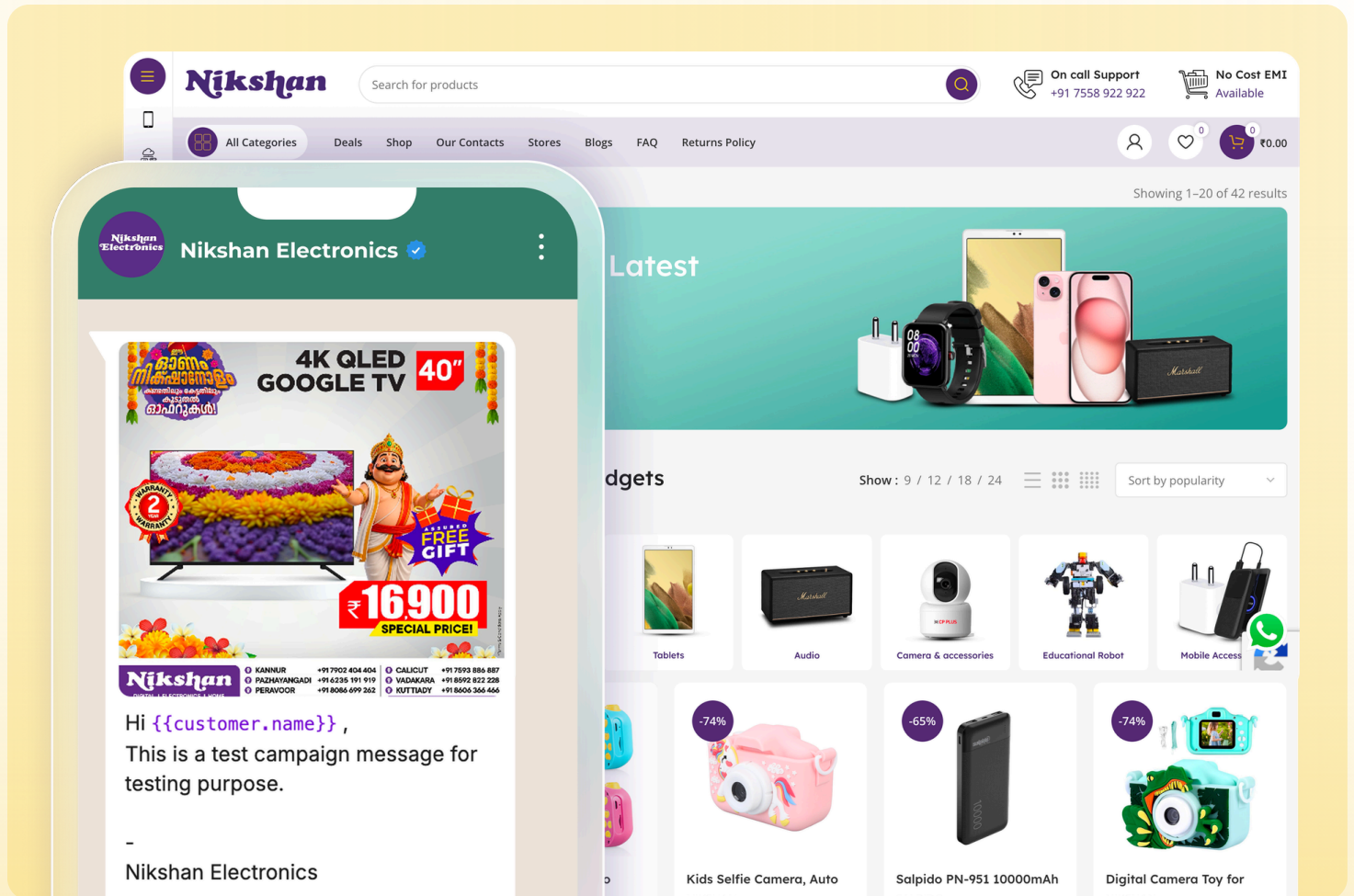


BIK. x Nikshan

Nikshan Moved Every Channel to BIK Its Marketing Budget Grew 10x



One Inbox. Seven Showrooms. Every Rupee Tracked

"Before BIK, we were unable to find out from where the source is coming from, whether WhatsApp, RCS, or SMS. It was too hard to track every lead. Now, once we installed BIK, all came into one platform. It's unified. Everything on one platform, different agents, multiple agents, but even more easier."



Joseph Sunny
Head of Marketing, Nikshan Electronics

Running seven showrooms with marketing split across five vendors. Before BIK, Nikshan faced:

- **Fragmented Stack:** WhatsApp, RCS, SMS, Instagram, and Facebook each ran on separate tools with no shared logic between them.
- **No Lead Attribution:** Marketing spend flew blind because incoming leads couldn't be traced to source channel or showroom.
- **Manual Chat Handling:** 15 to 20 chats and 40 to 50 calls a day, tracked across disconnected inboxes.
- **Duplicate Vendor Contracts:** Separate subscriptions for WhatsApp marketing, helpdesk, and lead management, driving cost without integration.

What worked for them?

- **Multi-Agent Helpdesk:** Parallel agents handling every conversation across every showroom from one view, with structured ticket routing.
- **Automated Journeys:** Pending payment recovery, order confirmation, sales feedback, and service completion NPS flows running continuously.
- **Showroom-Level Attribution:** Every campaign tagged by location, letting Nikshan measure and scale spend showroom by showroom.

The Outcome (Last 30 Days)



Scale

2M+

messages sent
across channels

456

multi channel
campaigns executed

7

showrooms with
unique campaigns



Engagement

27K+

unique customers
reached

40K+

inbound replies
received

64%

average
WhatsApp read rate



Automation

12.6K+

CTWA leads
captured via journeys

3.4K+

pending payment
recoveries triggered

15+

active automated
AI workflows



Consolidation

5+

vendors collapsed
into 1 platform

7

showrooms unified
under one dashboard

10x

marketing budget
scaled since Mar 2024

Become our Next Success Story!

Get Started

