

How Rage Room Increased Revenue by 25%

With TailorTalk's AI Agent Rage Room automated its entire sales process increasing conversion and upsells



Highlights

Revenue increased
by **25%**

360+ man-hours
saved every month

AI Agent was live in
just **3** days

Sales and customer
support automated

About

**Industry: Amusement
Parks and Arcades**

Team Size: 5

Location: Pan India

**Products: AI sales and
customer support over
WhatsApp**

Rage Room offers a unique and cathartic experience for individuals to vent their anger by breaking objects in a safe and controlled environment.

With three popular locations across India, their business model revolves around selling timed packages and upselling additional items to enhance the customer experience.

A key business metric for Rage Room is the occupancy and utilization rate of their centres.

Challenges

As Rage Room grew, so did their operational complexities. Their small 5 member team was inundated with over a 100 inquiries over phone or WhatsApp

1

Inability to Scale

The team was consumed in answering queries, leaving little time to focus on Growth and Diversification

2

Booking Drop-offs

Busy phone lines or delayed responses resulting in many customers slipping through the cracks

3

Missed Upselling Opportunities

The rush to handle inquiries rarely gave them a chance to upsell customers on higher-value packages or add-ons.

“We wanted to automate our customer engagement process and make sure it's available 24/7. We were leaving a lot of revenue on the table due to lack of intelligent upsells and automated follow ups.”

– Ananya Shetty, Founder, Rage Room India



Live in Just 3 Days

Day 1

Training: The agent was trained on Rage Room's specific offerings, pricing, and policies using natural language.

Day 2

Integration: The agent was connected to Rage Room's backend calendars in just a few hours.

Day 3

Testing: Thorough testing ensured the agent was performing flawlessly before going live.

Day 4

Phased Rollout: Core booking functionality was deployed first, upselling and rescheduling modules added two months on.



Solution: AI to Handle Customer Interactions

TailorTalk's AI agent provided a comprehensive solution to Rage Room's most pressing challenges. By integrating directly with their backend calendars via WhatsApp, the AI agent was able to:

Automated Bookings



- The agent effortlessly handled all incoming queries via WhatsApp, from pricing and packages
- It sold tickets, rescheduled slots, 24/7

Handle Concurrent Inquiries



- The AI could manage multiple customer conversations simultaneously, ensuring that no inquiry ever went unanswered
- Eliminated the issue of dropped calls and unregistered walk-ins

Drive Revenue via Upselling



- The agent was trained to intelligently upsell relevant add-ons and packages.
- This was intelligently done at the most appropriate time increase the AOV by 16%

Intelligent Follow ups



- The Agent was trained to followup with leads, in a personalised manner to increase conversion rates by roughly 15%

The Results: A Phenomenal Impact on Revenue and Efficiency



25%

25% Revenue Increase

13% revenue increase from
upselling packages and 12%
Revenue Increase from timely
follow ups



360+ hrs.

**360+ man hours saved in a
month.**

Saving at least 1 Full Time
Employees time.



30X ROI

A Staggering 30X ROI

TailorTalk returned a 40X
ROI dues to cost savings and
revenue increases

Future Roadmap

Automated Discount Coupons

The agent can now directly apply discounts from a connected Google Sheet during the booking process.

Rage Room continues to leverage TailorTalk's capabilities and is currently incorporating more functionalities

E-commerce Integration

The agent will soon be able to sell merchandise and at-home rage relief items by integrating directly



Ready to Boost Your Revenue and Efficiency?

See how TailorTalk's AI can increase your revenue and decrease costs

[Contact us for a free demo today!](#)