AI CASE STUDY PLAYBOOK

Proven AI strategies from Oracle, Razorpay, and Activision for SMB growth.

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WHY THESE CASE STUDIES MATTER?

Big brands like Oracle, Razorpay, and Activision have already proven how AI can boost sales, qualify leads faster, and scale customer acquisition. At Strativa AI, we bring those same proven strategies to small and mid-sized businesses, making enterprise-level results simple, practical, and affordable.

ORACLE: SCALING CUSTOMER ACQUISITION

ORACLE, ONE OF THE WORLD'S LARGEST TECH PROVIDERS.

An AI-powered virtual assistant platform was used to engage prospects and qualify leads at scale. The system handled conversations automatically and passed only "sales-ready" opportunities to human reps.

Results:

- 40%+ conversion rates on AI-qualified leads.
- Significant increase in leads passed to sales.
- More time for reps to focus on high-value deals.

Why it matters for Strativa AI clients:

We deliver the same type of outcome for SMBs through AI Agents that capture, qualify, and nurture leads 24/7. This gives businesses enterprise-level scale without enterprise-level costs.

Razorpay: Lead Qualification Optimization

RAZORPAY, ONE OF INDIA'S LARGEST FINTECH FIRMS.

A machine-learning lead scoring system was introduced to analyze website behavior and social engagement, instantly prioritizing the highest-potential opportunities..

RESULTS:

- 50% increase in monthly transaction value.
- Conversion cycle shortened by 30 days.
- 70% reduction in manual qualification effort.

WHY IT MATTERS FOR STRATIVA AI CLIENTS:

We help SMBs unlock the same efficiency with AI Agents that score and route leads inside their CRM. This allows sales teams to spend less time chasing and more time closing.

Activision: Increasing Sales Effectiveness

ACTIVISION, A GLOBAL LEADER IN VIDEO GAMING.

↘ Activision used AI-powered tools to help sales representatives prioritize their interactions based on the best call and email times.

RESULTS:

- More contracts closed per rep.
- Higher connect rates with decision makers.
- Productivity gains across the sales team.

Why it matters for Strativa AI clients:

We give SMBs the same leverage with an AI SDR that automates outreach and follow-up, paired with a Live Sales Call Analyzer Agent that coaches and supports reps in real time. This helps teams close more deals while reducing time spent on repetitive tasks.

![Strativa AI logo]

READY TO SEE RESULTS LIKE THESE?

At Strativa AI, we help small and mid-sized businesses unlock enterprise-level AI solutions — without enterprise-level costs.

Contact Us

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