

How **UNIVER** improved its B2B healthcare customer experience

UNIVER is a provider of health services for the areas of Optometry and Ophthalmology



Engage customers round the clock

Univer created a virtual assistant to guide users through the website. Using Engati's conversational modeler, they were able to create interactive flows to handle the user queries.



Shorter sales cycles

The virtual assistant is designed to capture lead information from the prospects enquiring about optometry and ophthalmology.



Interact in the user preferred language

Since more than 99.5% of Colombians speak Spanish, UNIVER needed to be able to engage customers at scale in that language.

