



The Total Value Impact of Kapture CX

A practical ROI, TCO & savings model for median enterprise customer support and contact centers.

Executive Summary

Enterprises today face rising CX costs, fragmented tools, and growing customer expectations.

Kapture provides a unified, agentic platform that automates routine workloads, consolidates systems, and delivers measurable business outcomes.



ROI (3 Years):
~225%



Payback Period:
~8–9 Months
(within the first year)



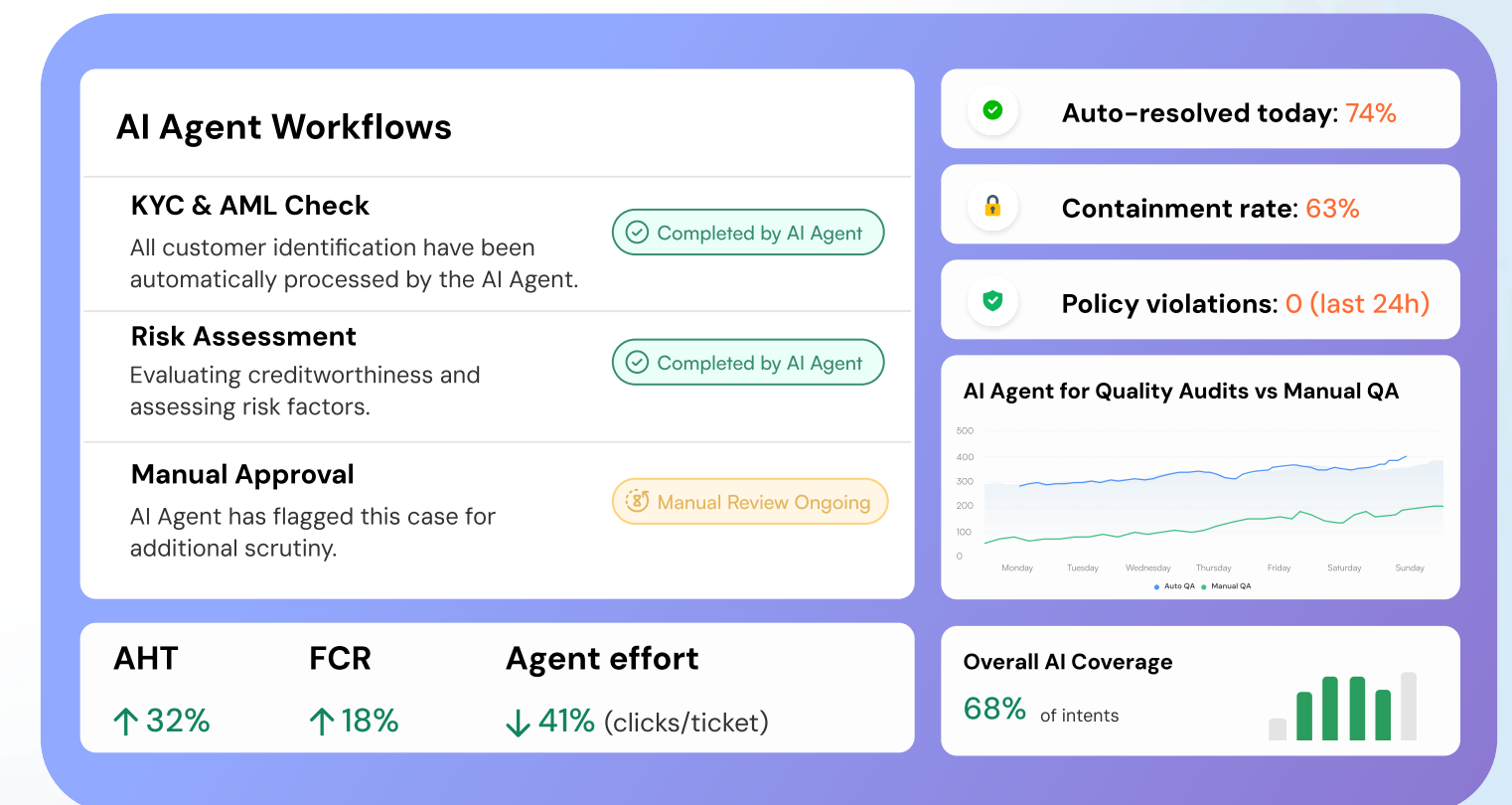
NPV:
~₹2.2 Cr*



3-Year Benefits:
~₹4.38 Cr



3-Year TCO:
~₹1.35 Cr

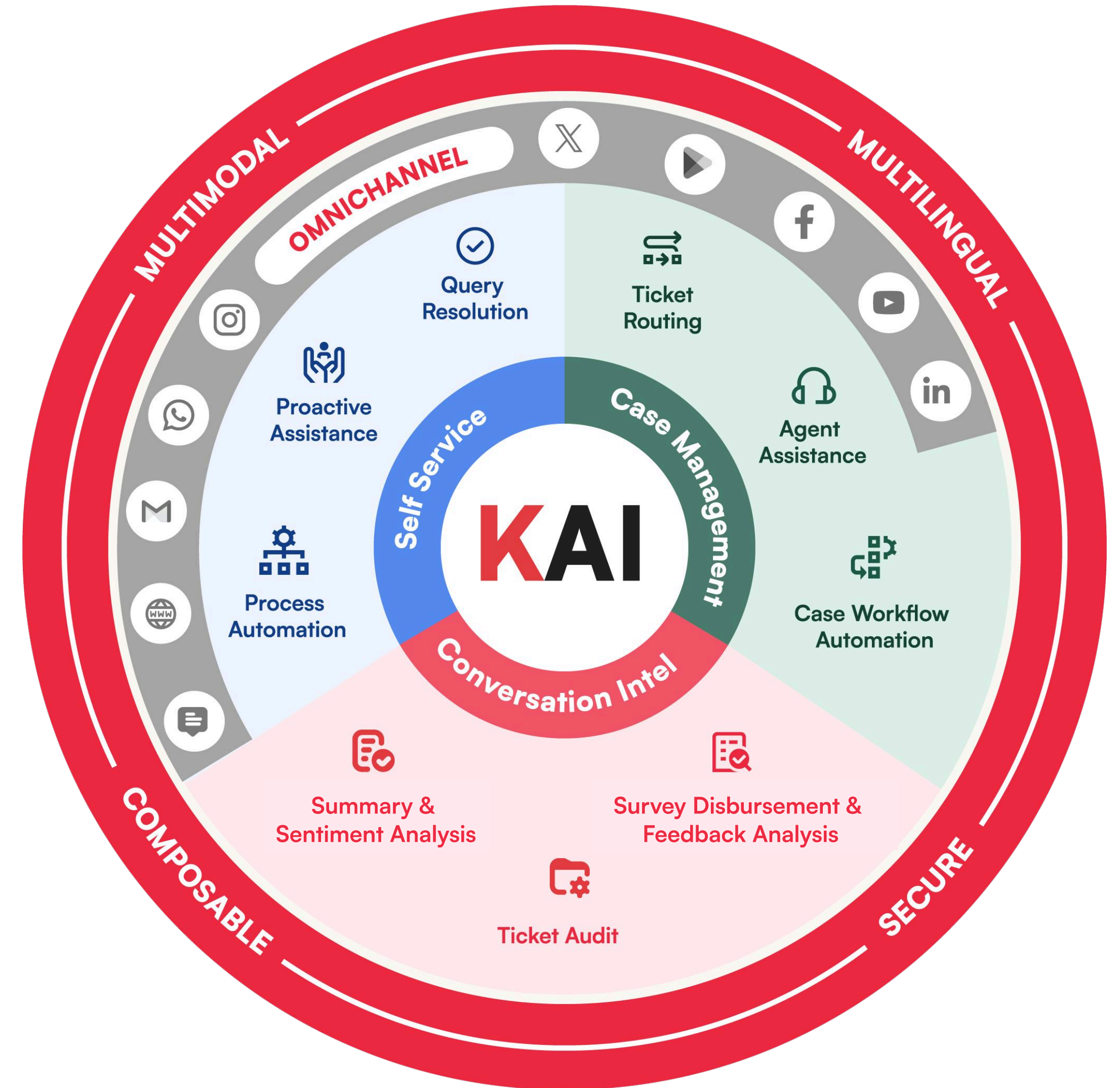


* (at a 10% discount rate)

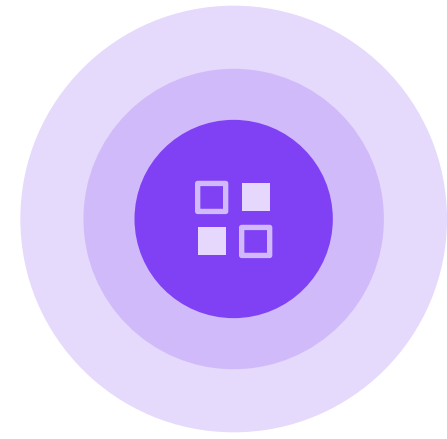
Meet **Kapture CX**

The AI-Native Vertical CX Platform for Maximum Impact

Kapture CX is a full-stack CX suite tailored to your industry where AI Agents handle routine customer queries, support teams can resolve queries faster, and leaders have everything they need to make the right decisions.



What makes Kapture CX different?



Kapture is a **full-stack orchestrator**, not just another tool - connects channels, core systems, and AI for end-to-end customer journeys.



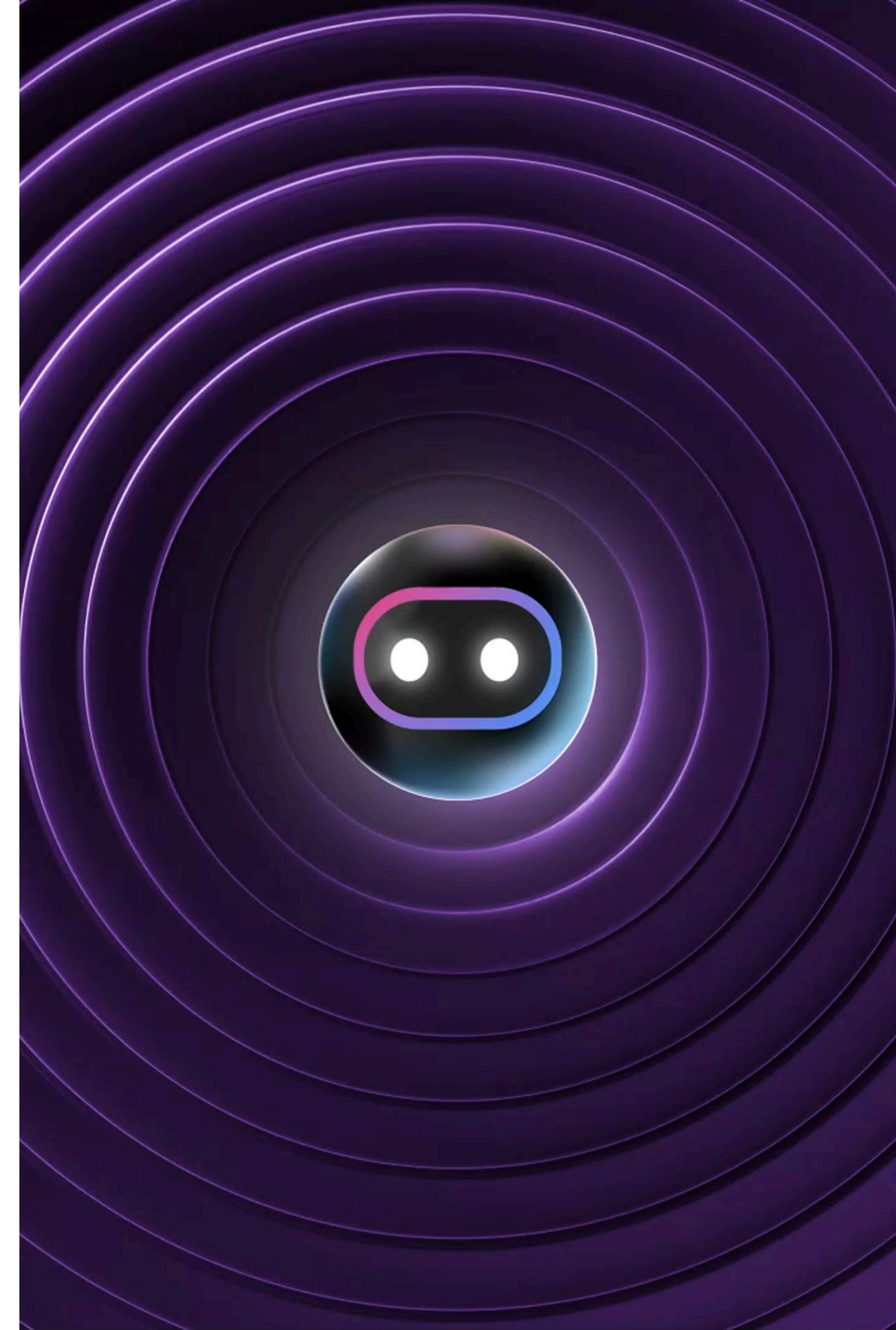
Vertical by design - built around real workflows in BFSI, Retail, Travel, and more. Faster go-live, accurate automation, rare edge-case breakdowns.



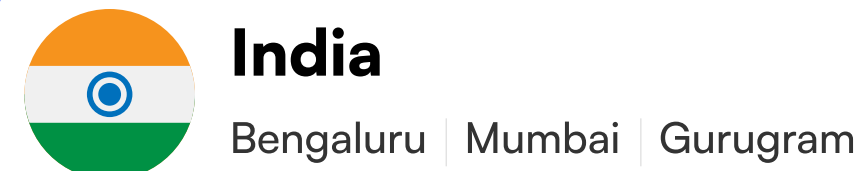
Ecosystem advantage - delivered with partners like PwC, Google Cloud, and specialist SIs for faster, safer rollout.



Enterprise-ready at scale — on-prem / VPC, bring-your-own model, and built for high-volume, regulated environments (12k+ concurrent calls, ₹50L—₹1Cr monthly recovery uplift for BFSI).



Kapture's Global Footprint & Impact



Impact Metrics



1 Mn+

AI Agent Calls per Day



10,000+

AI Agents Deployed



2B+ Tickets

Handled in 2025



25 Mn+

Customer Interactions per Day



1000+

Clients



Ecosystem Partners



OUR CUSTOMERS

Brands That Never Keep Their Customers Waiting

meesho

bigbasket

Flipkart

KFC

Coca-Cola

cromā

TATA

Reliance
Industries Limited

Unilever

EUREKA FORBES
Your friend for life

JOCKEY

VICTORIA'S SECRET

truemeds
TRUE MEDICINES AT TRUE PRICES

ck
Calvin Klein

W

TOMMY
HILFINGER

PhonePe

ADITYA BIRLA
CAPITAL

Bandhan Life
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CASHIFY.in

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CATHAY PACIFIC

MARGARITAVILLE
at Sea

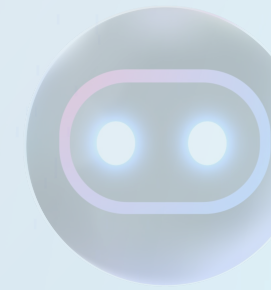
airtel Payments
Bank

BAJAJ

dhani

Solution Overview

Self-Serve



Resolve customer queries instantly without any human intervention.

AI Agents for Voice Support

Deploy low latency voice agents in under 10 minutes for inbound & outbound support.

AI Agents For Non-Voice Support

Automate quick, accurate & empathetic support on Email, WhatsApp, Instagram & more.

Observability Platform

Monitor AI Agents in real-time and seamlessly intervene customer interactions, if required.

Agent Suite



AI-first platform for agents to deliver exceptional, multi-channel support.

Advanced Ticketing

Smart routing, Customer 360, and more - to create delightful experiences across channels.

Automated Workflows

End-to-end workflow automation for routine tasks—AI Agents handle the busywork.

AI Agents for Support Teams

Real-time insights, next-best actions & summaries—so agents respond faster & better.

Insights



Powerful analytics and reports to drive accurate business decisions.

AI Agents for Quality Audits

Automate audit of all voice & non-voice customer interactions on any channel, without bias.

Conversational Intelligence

Provides sentiment analytics, forecasts support needs & mines invaluable contact center data.

GenAI Surveys & Feedback Management

Collect accurate feedback across channels with GenAI surveys to close the feedback loop.

Your AI Agents. Built Your Way.

Design, deploy, and scale AI agents for any workflow or industry, without writing a single line of code.

- ✓ **Your Stack, Your Rules:** Use Vitos LLM (for BFSI/Retail/Travel) or plug in your own data and logic.
- ✓ **No-code, Guided Builder:** Build agent/multi-agent architectures with step-by-step guardrails.
- ✓ **Enterprise-ready:** Tailored for BFSI, Retail, and Travel with enterprise-grade workflows.
- ✓ **Omnichannel:** Support across phone, social, product, and web.
- ✓ **Test → Deploy → Monitor:** Everything in one place—no vendor bottlenecks.

INTRODUCING

vitos: The Agentic CX Platform

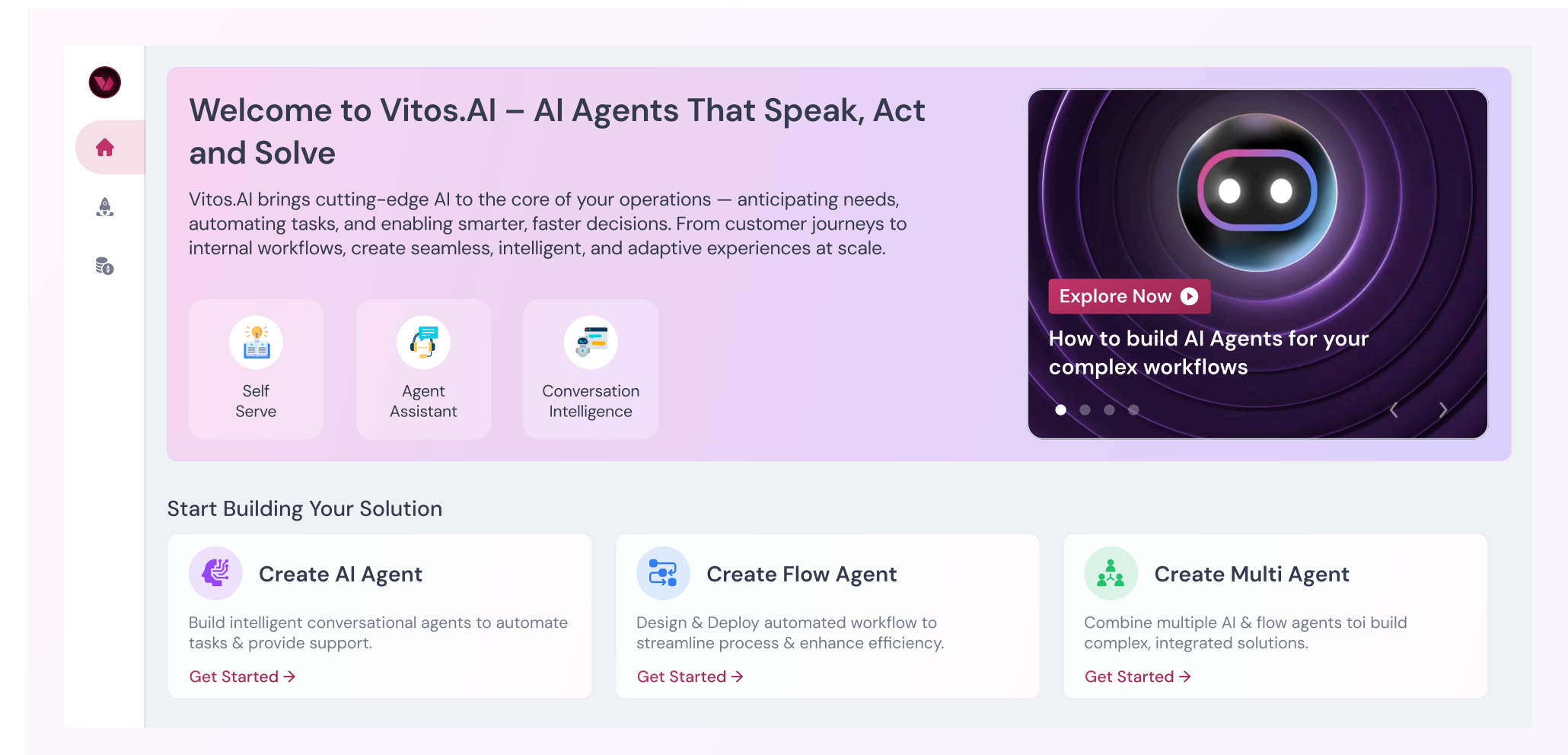
Design, test, and deploy enterprise-grade AI Agents or initiate ready-to-use AI Agents for Retail, BFSI, and Travel.

Multi-agent Orchestration

Omnichannel

Guardrails

Seamless Human Handoff



The screenshot shows the Vitos AI platform dashboard. At the top, it says "Welcome to Vitos.AI – AI Agents That Speak, Act and Solve". Below this, there's a brief description of the platform's capabilities. To the right, there's a video thumbnail titled "How to build AI Agents for your complex workflows" with an "Explore Now" button. Below the main content, there's a section titled "Start Building Your Solution" with three main options: "Create AI Agent", "Create Flow Agent", and "Create Multi Agent". Each option includes a brief description and a "Get Started" link.

Welcome to Vitos.AI – AI Agents That Speak, Act and Solve

Vitos.AI brings cutting-edge AI to the core of your operations — anticipating needs, automating tasks, and enabling smarter, faster decisions. From customer journeys to internal workflows, create seamless, intelligent, and adaptive experiences at scale.

[Explore Now](#)

How to build AI Agents for your complex workflows

Start Building Your Solution

- Create AI Agent**
Build intelligent conversational agents to automate tasks & provide support.
[Get Started →](#)
- Create Flow Agent**
Design & Deploy automated workflow to streamline process & enhance efficiency.
[Get Started →](#)
- Create Multi Agent**
Combine multiple AI & flow agents to build complex, integrated solutions.
[Get Started →](#)

Investment Profile

Median Annual TCO

~₹45 lakhs

3-Year TCO

~₹1.35 Cr

Organization Make-up

~55 agents, 5,000 - 6,000 bot interactions/month, randomly sampled QA coverage

Quantified Benefits



Workforce Optimization

Automation reduces live agent workload significantly:

- Avg. of 2 mins saved per interaction.
- Equivalent to ~20—25 FTEs avoided.
- Annual savings: ~₹1.03 Cr



Tool Consolidation

Kapture replaces multiple point solutions with a single CX suite.

- Annual savings: ~₹11L



Operational Efficiency

100% Auto-QA and faster triage, lowering error correction, escalations, & overtime.

- Annual savings: ~₹17L



Retention & Growth

Better resolutions reduce churn and enable contextual upselling.

- Annual savings: ~₹15L

Annual Benefits (steady state):

~₹1.46 Cr

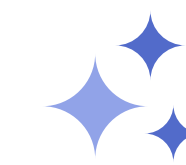
3-Year Benefits:

~₹4.38 Cr

Financial Outcomes (3 Years)

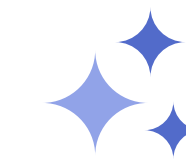
Metric	Value
Investment (TCO)	~₹1.35 Cr
Benefits	~₹4.38 Cr
Net Present Value	~₹2.2 Cr
ROI	~225%
Payback Period	~8-9 months

Beyond the Numbers



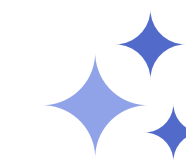
Agent Experience

Lower workloads and faster onboarding



Customer Loyalty

Reduced churn and higher satisfaction

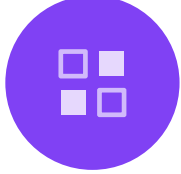


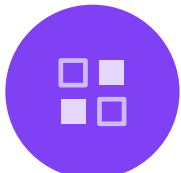


Brand Reputation

Modern, AI-first CX leadership

Methodology

This analysis models a median enterprise deployment of Kapture CX.

-  **Fully Loaded Agent Cost:** Workforce savings are valued at ~₹12-13 lakhs per agent annually. This reflects a base salary of ₹8-10 lakhs, plus infrastructure, systems, training, and organizational overheads.
-  **Workforce Savings Capture:** Workforce optimization is calculated as avoided or reduced FTE equivalents from automation (~20—25 agents), valued at the fully loaded cost per FTE.
-  **Realization Ramp:** Benefits ramp over the first quarter due to implementation, training, and adoption. With this adjustment, enterprises typically achieve payback within 8-9 months.
-  **Other Benefits:** Tool consolidation, operational efficiency, and retention/upsell impacts are modeled as direct cost savings or revenue protection.

See Kapture CX in Action

[Request Demo](#)