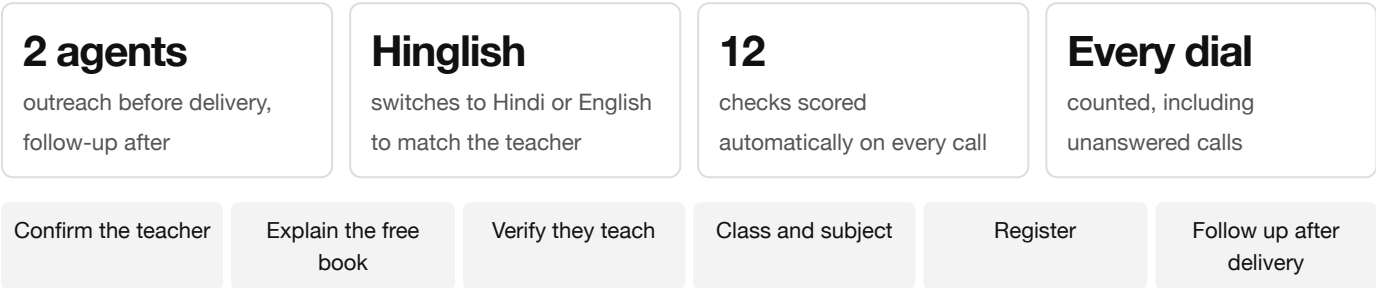


How a CBSE Publisher Verifies Teachers and Delivers Specimen Books with AI Calls

AI calls in Hinglish confirm each teacher, check they genuinely teach, register them for a free specimen book, and follow up after delivery. Every call is scored automatically.



The publisher

A CBSE exam-prep book publisher selling sample papers and question banks across India. Teachers drive student purchases, so each season it sends free specimen books to teachers.

The challenge

- Free books attract the wrong people; they must reach practising teachers.
- Thousands of teachers to reach in a short book-decision season.
- Teachers switch between Hindi and English mid-sentence.
- No way to know whether the book arrived or landed well.

What made it work

- **Verify before you give:** qualify the teacher before offering the book.
- **Score after the call:** checks run on the finished conversation.
- **Measure every agent,** including the follow-up.
- **Short follow-ups:** designed to finish in under a minute.

What was built

1. **Teacher outreach agent:** confirms the teacher, explains the free book, checks they teach, captures class and subject, registers them, and answers "are you an AI?" honestly.
2. **Post-delivery follow-up agent:** book and gift received, a quick highlight, any requirement, next step.

Measured on every call

- Outcome: registered, not interested, not a teacher, callback, wrong person, no answer.
- Why calls end early, and whether the listener suspected an AI.
- Teacher verdict, script adherence, delivery status, call score.
- Dashboards, or export to CSV, Google Sheets or your CRM.

Run a pilot on 500 teachers this season.
Hinglish or 13 Indian languages plus English. Pay per minute; unanswered calls are free.

edesy.in/ai-voice-assistant/case-studies
voice-agent.edesy.in

Customer anonymised. Live since August 2026; outcome figures will be added once reviewed with the publisher.