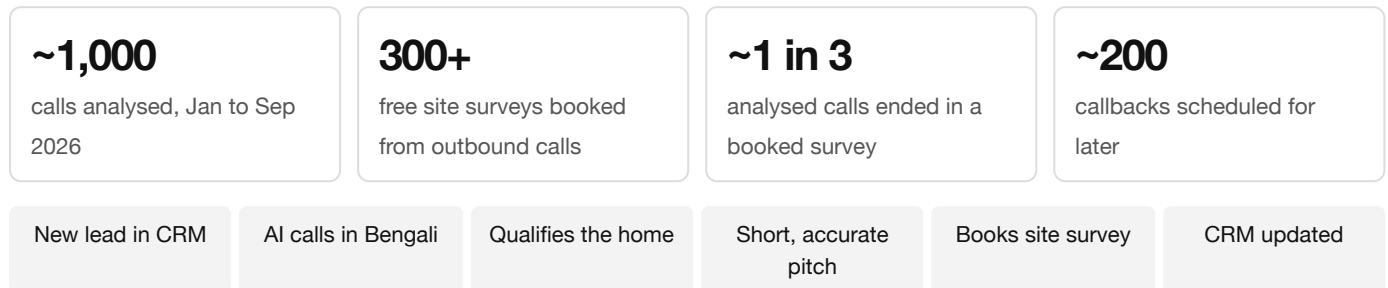


How a Rooftop Solar Installer Books Site Surveys with a Bengali AI Voice Agent

Every new lead is called within minutes in Bengali, qualified, and booked for a free site survey. The CRM updates itself after every call.



The installer

A rooftop solar sales and installation company in West Bengal, selling to homeowners and businesses. Leads arrive in bursts from ads and referrals, often in the evening and at weekends, driven by the central rooftop solar subsidy.

The challenge

- Leads outran a small team that had to make every first call.
- Homeowners enquire with several installers; the first useful call wins the survey.
- Customers prefer Bengali, with English terms like *net metering*.

What made it work

- **One goal per call:** the site survey, not the sale.
- **Guardrails:** never invents prices or subsidy amounts.
- **Natural Bengali:** accepts *haan* / *hmm* / *ji* as yes; switches to Hindi or English.
- **Calling window:** calls only at sensible hours.

What was built

An outbound Bengali AI agent that calls every new CRM lead, plus an inbound agent for enquiry calls. Each call:

1. Greet and checks the person has time.
2. Qualifies: location, house or flat, roof space, monthly bill, power cuts.
3. Explains the subsidy, net metering and payback.
4. Handles objections: price, family decision, rented home.
5. Books a free site survey date and time.

After the call

- Structured fields, notes and pipeline stage updated in the CRM.
- Meeting created for the field rep, or a follow-up task.
- Unanswered leads retried daily.
- Dashboard: interested, meetings scheduled, follow-ups.

Run a pilot on your next 200 leads.

Bengali, Hindi and 11 more Indian languages plus English. Pay per minute; unanswered calls are free.

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Customer anonymised. Figures from call data as of September 2026, rounded. Installations and revenue after the survey are handled by the installer's field team and are not measured here.