WATCH YOUR HEALTH

SMART SELL

Engage | Understand User Needs | Deepen Engagement
Convert | Sell | Retain

What do we Do differently ?

WATCH YOUR HEALTH

Engage
Capture attention with personalized content, gamification, and outreach (email, notifications).

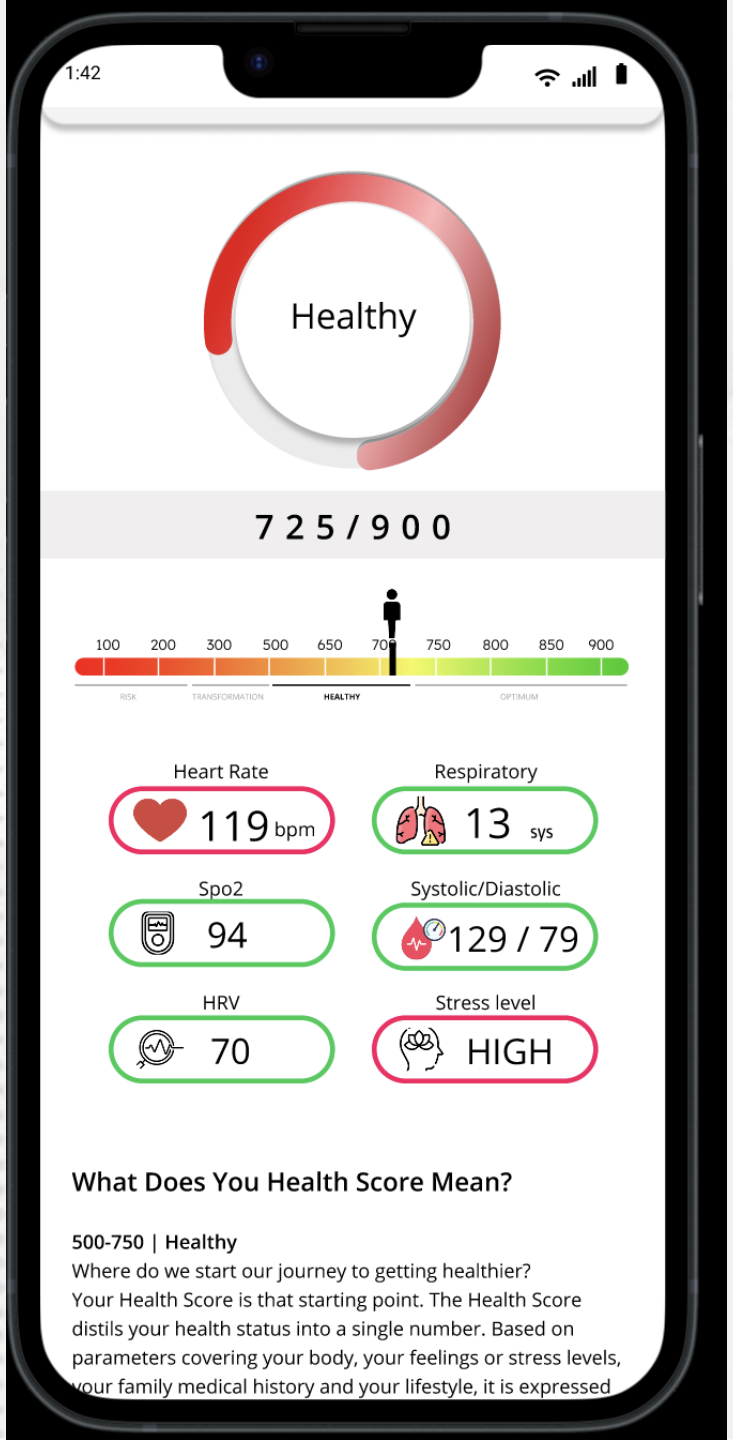
Understand
Use analytics and surveys to learn user needs and behaviors.

Deepen Engagement
Offer goal-specific solutions, dynamic recommendations, and free trials.

Convert
Guide users to buy with tailored offers, discounts, and smooth UX.

Sell
Finalize transactions and upsell complementary products.

Retain
Build loyalty with rewards, follow-ups, and personalized engagement for repeat sales.



WATCH YOUR HEALTH

Engage

Upon accessing Smart Sell through the client portal, users are welcomed with a quick introduction to the Face Scan AI tool.

This gives them a unique experience right from the start.

WATCH YOUR HEALTH

Understand needs

Users then choose an area of interest.

This initial choice helps Smart Sell decide the best path forward for cross-sell and up-sell suggestions, aligning the recommendations closely with user priorities.

- **Deepen – TAGGING AND PERSONALIZATION**
- Based on their choices and interactions, users are tagged with various attributes.
- For example, a user focused on wealth might be tagged with attributes like "Financial Literacy" or "Investment Enthusiast," leading them to receive financial products.

AI Powered Features

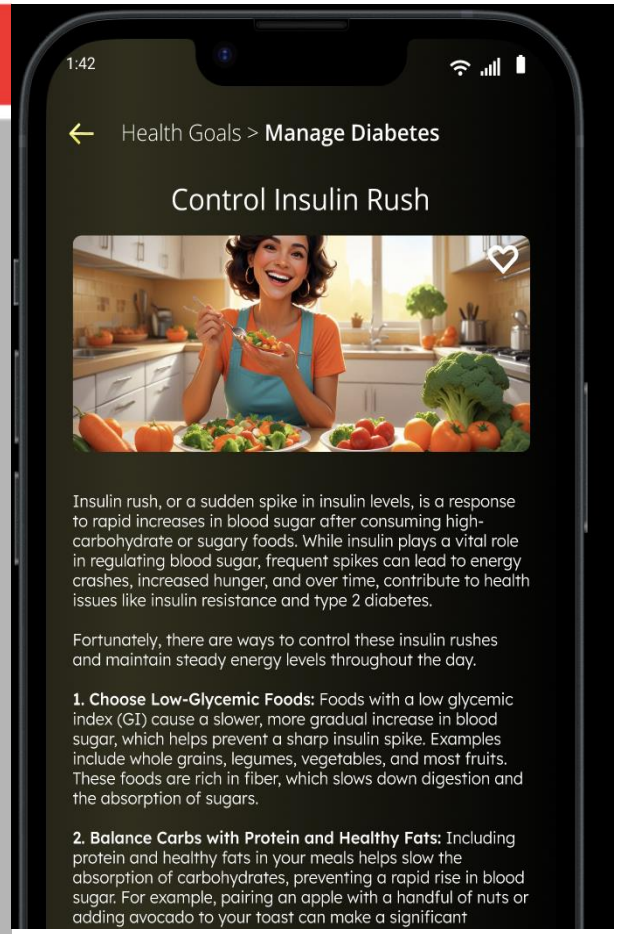
AI Generated Health Score Using Facescan:
Assesses health based on facial analysis. This involves analyzing facial features to infer potential health indicators.

AI-based Health Monitoring System:
A comprehensive system for tracking various health metrics using AI and you blood report .

AI-Powered Dietary Assistant:
Provides personalized dietary recommendations and guidance based on AI algorithms.

AI Skin Analysis Tool:
Analyzes skin images to provide insights into skin health and potential concerns.

Predictive Analysis Tool:
Uses AI to predict future health risks based on tracked data and patterns.



Gamification:
Incorporates game-like elements (points, badges, leaderboards) to motivate users.

Leaderboards:
Creates a competitive environment to encourage healthy habits.

Digital Campaigns:
Promotes healthy behaviors through online campaigns and initiatives.

Reward Programs:
Rewards users for achieving health goals.

Badges:
Awards virtual badges to recognize accomplishments.

Personalized Content Feed:
Tailors content to individual user needs and preferences.

Social Sharing and Community:
Allows users to connect and share experiences with others.

Virtual Health Coach:
Provides personalized guidance and support.

Personalized Wellness Coaching:
Offers customized health and wellness strategies.

Game on Health Treasure Hunt:
Uses game mechanics to engage users in healthy activities.

Mood and Mental Health Tracking:
Monitors emotional well-being.

Health Insights and Trends:
Provides analyses and summaries of health data.

Symptom Checker and AI-driven Diagnosis Support:
Helps users identify potential health issues.

Stress Management and Feedback:
Provides tools and support for managing stress.

Medication Reminders and Management:
Sends reminders for medication and tracks medication usage.

Hydration Reminder:
Reminds users to stay adequately hydrated.

Healthy Recipes and Meal Planning:
Provides healthy recipes and meal plans.

Mental Health Chatbot:
Offers support and resources related to mental health.

SHRIRAM Life Insurance
YOUR PARTNER FOR PROSPERITY

Referral Link

Ramesh Rao
Admin

- Dashboard
- Customers
- Reports

Customers Details

History

Sanjay Gupta

Active

60%
Lead Score

Mobile Number
+91 9734743308

Age
38 Years

Gender
Male

Height
5.8 Inch

Weight
72 KG

Health Report

Wealth Report

DASS Report

EBR Score

Curiosity	Cooperation	Adaptability	Empathy	Assertiveness	Resilience	Integrity	Discipline
50%	100%	50%	40%	80%	40%	80%	40%

User Goals

Home | Wealth Creation | Mental Wellness

Tech Tags

#securityconcern #ulip #superlead #matured #HealthInsurance
#realestateinvestment #mutualfund #bonds #lifeinsurance #impulsivebuyer
#term #superleadforhealth #healthinvestment

Engagement Tags

#home #location #size #saving #smartsaving #fd #term
#ulip #sip #MutualFund #wealth #future #equity

Recommend Plan

Shriram Life Assured Saving Plan

Coverage	Premium
₹1000000.00	₹5000.00

Convert - SECRET SAUCE

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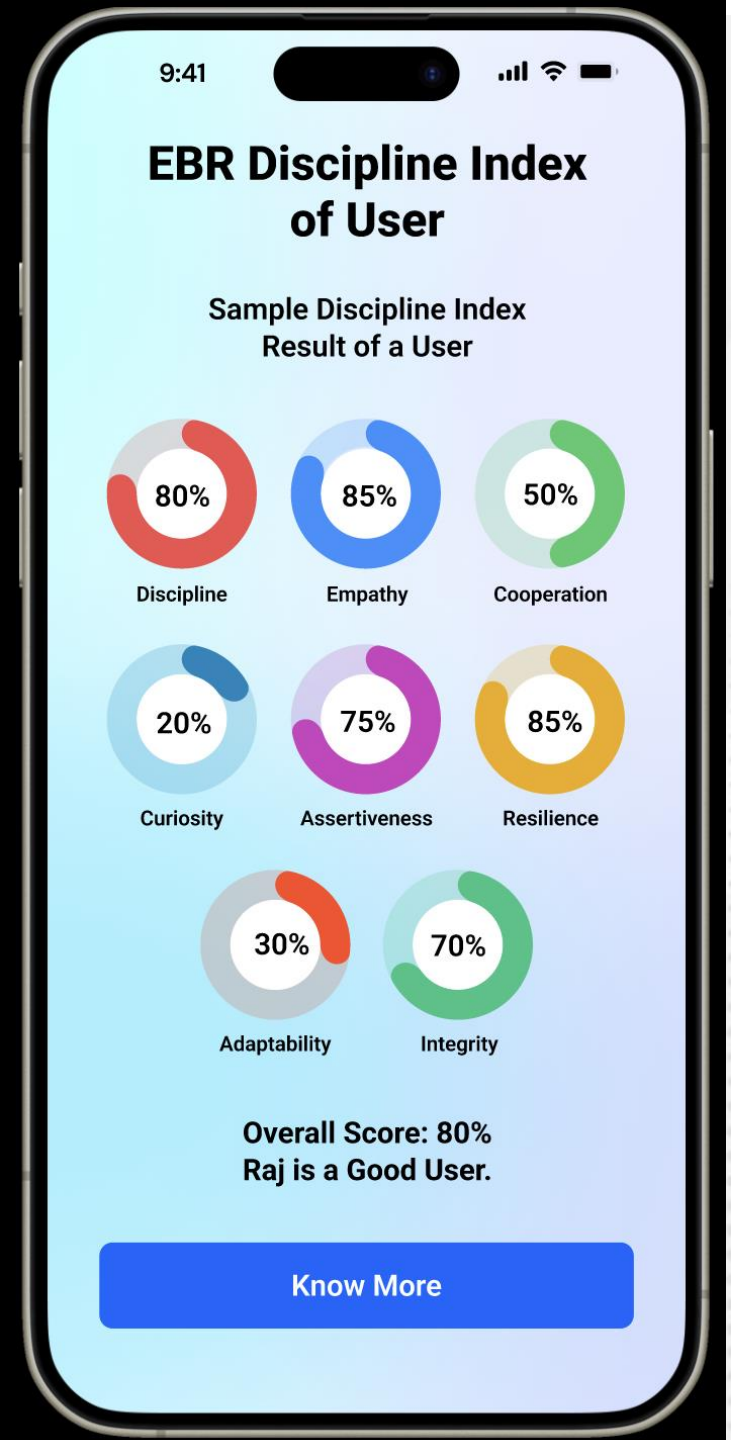

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Thank You!

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