

Case Study: Languify AI

Conversational AI SaaS platform for interview practice, India

THE CHALLENGE

Languify AI built a conversational AI platform for interview practice, giving students real time feedback before they appeared for campus placements. Mock interviews were a familiar category, but most colleges and ed tech buyers had never used a platform like theirs before. The real obstacle was accessing the right people inside educational institutions and understanding what mattered most to them when considering new student services. We stepped in, starting with direct conversations with people who were decision makers.

OUR APPROACH

Step 01

Research Phase

We initiated cold call campaigns to surface real objections, budget ranges, and the language buyers actually use to describe the problem.

Step 02

Campaign Development

Targeted email campaigns built around the specific pain points uncovered in research, sent to the right buyer at the right institution.

Step 03

Execution and Scale

Continuous refinement of messaging and targeting based on live response patterns, scaling what converts and retiring what does not.

RESULTS

130+

Qualified meetings booked in 12 months

₹54L

Revenue closed from sourced pipeline

Weekly

Reporting cadence throughout the engagement

“We Get Meetings helped us generate four to five meetings every week using cold email outreach, and helped us get into organisations that exactly match our ICP.”

Lokap Sahu

Founder and CEO, Languify AI