

ISP Sales on Autopilot - 24/7!

Leads & Conversions Through the Roof



Investment \$9,495

10.98x

After Stubber

\$103 727 Revenue

Executive Summary

A fast-growing African Internet Service Provider (ISP) transformed its customer engagement and sales operation with Stubber's AI Sales Assistant on Web Chat.

In just 12 months, they **slashed customer acquisition costs**, more than doubled quotes, and **boosted revenue by 35.8%** — all while reducing staffing pressures and maintaining existing marketing spend.

Stubber's AI Assistant, capable of operating in **any customer-required language**, not only confirmed service feasibility but also generated personalized quotes and could complete the **full sales process autonomously**.

Before Stubber

Human-Only Sales Process

- × Manual handling of all sales leads.
- × The sales team struggled to meet rising inquiry volumes.
- × Only 51.38% of customer inquiries received quotes.
- × Language barriers restricted engagement across diverse African markets.
- × Feasibility checks and quotes were slow, causing customer drop-offs.
- × Limited service hours — call centers closed overnight.

After Stubber

Stubber Implementation

- ✓ **Multilingual engagement**, conversing in any required language.
- ✓ **Automated feasibility checks** and personalized quote generation
- ✓ Full sales capability: onboard customers end-to-end, **escalate to human if required**
- ✓ No increase in marketing spend — lead growth driven by 24/7 AI availability.
- ✓ Cost per interaction at ~\$0.24, maintaining **low operational costs**.

Lead Volume

18,000 to 36,000
in 6 months

2x ↑

**"Stubber's LLM Sales
Assistant, enabled
immediate end-end
onboarding"**

Leads Captured

no marketing spend
increase

34.48% ↑

Leads Quoted	51.38%	87.13%
Operating Hours	Business hours	24/7
Languages Supported	Limited	Any required

Why it worked:

Stubber automated everything that could be automated: responding instantly, communicating across languages, confirming service feasibility, sending branded quotes, and even completing onboarding. The AI allowed human sales agents to focus only on closing high-value leads, driving faster deal cycles and reducing operational overhead.

Conclusion:

Stubber's AI Sales Assistant enabled this ISP to scale its customer acquisition without scaling its workforce, delivering fast, multilingual responses and dramatically improving lead conversion rates. With 24/7 engagement, even overnight, lead volume increased without additional marketing investment.

The strong 10.98x return on marketing investment over just seven months proves that Stubber's AI delivers tangible financial results.

Key Specs	
Time to live	3 Weeks
Integrated APIs	2
Cost per Job	±\$0.24
Systems	• Email • WhatsApp • Webchat

Contact Stubber:**info@stubber.com**