Jeavio

Case Study

DRIVING HUMAN-CENTERED INNOVATION IN GLOBAL HEALTH ACCESS

Jeavio Enables Nivi's AI-Driven Chatbot to Scale Impact Across Emerging Markets

The Challenge

Unlocking Engagement for Last-Mile Healthcare

Nivi's chatbot platform connects nearly 2 million people in India, Kenya, and Nigeria to vital health information—spanning family planning, vaccinations, and maternal health—delivered through channels like WhatsApp and Facebook Messenger, in multiple languages
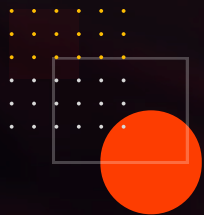
1 Reduce Onboarding Abandonment

Lengthy demographic forms were driving away users before they reached any content.

2 Modernize Stagnant Chatbot Technology

Existing workflows limited engagement and made it hard to prove value to clients and partners.

3 Develop a Compelling AI Strategy

Nivi wanted to harness large language models (LLMs) to drive meaningful health outcomes at scale.

The Solution

**Unconstrained Strategy, Fluid Experimentation,
Human-Centric Design**

Jeavio embedded with Nivi to reimagine the onboarding
experience and create an AI roadmap for future growth.

Unconstrained Thinking

Conducted a rapid assessment of Nivi's AI approach, zeroing in on onboarding as the quickest lever for impact. Challenged the status quo by eliminating rigid forms in favor of an open-ended, user-driven prompt.

Fluid Execution

Delivered a proof-of-concept replacing the demographic questionnaire with a simple, conversational "Tell me a little bit about yourself." Partnered closely with Nivi's team to iterate and launch the new experience in production—backed by a data framework to measure what matters.

Human Focus

Made onboarding intuitive and conversational, reducing friction for users across languages and tech comfort levels. Built a foundation for continuous optimization using real engagement data, not assumptions.

Jeavio's strategic guidance also provided Nivi with a clear, actionable roadmap to embed AI across all health journeys, positioning them for ongoing innovation.

The
Outcomes

**Measurable Value for Nivi
and Its Clients**

80–90% Increase in Onboarding Conversion: Drop-off rates plummeted, with more users reaching and benefiting from Nivi's health content.

Data-Driven Growth: The new metrics framework empowered Nivi to experiment, learn, and drive down acquisition costs with each iteration.

Stronger Client Value: Enhanced engagement and smarter data collection strengthened Nivi's value proposition to its pharmaceutical and NGO partners.

AI-Ready for Scale: With a robust roadmap, Nivi is primed to accelerate innovation and extend its impact in new markets.

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Why It Matters

This collaboration demonstrates Jeavio's Unconstrained, Fluid, and Human approach in action—bridging technology, empathy, and rapid experimentation to deliver results in global health.

By blending strategy, technical depth, and user-centricity, Jeavio enabled Nivi to break through barriers and deliver scalable, sustainable impact where it matters most.