CASE STUDY · AI AVATAR

Maruti Suzuki's dealers asked. The hologram answered, in two languages.

At the MQFC 2.0 franchise convention, a life-size AI avatar took unscripted questions from the main stage in English and Japanese, then one-on-one in the engagement zone. HoloBox911 ran it end to end.



2
Languages, live

0
Scripts

100%
Answers from approved content

CLIENT
Maruti Suzuki

EVENT
MQFC 2.0

VENUE
Franchise convention stage

FORMAT
Conversational AI avatar

> At MQFC 2.0, a life-size AI avatar in a HoloBox911 took unscripted dealer questions live, in English and Japanese. A Maruti Suzuki case study.

The brief

At MQFC 2.0, Maruti Suzuki's franchise convention, dealers and partners arrive with questions they would normally save for a busy manager. Maruti wanted those questions answered on the spot, accurately and in more than one language.

What we did

We put a life-size conversational AI avatar inside the HoloBox and trained it only on Maruti Suzuki's own approved material, so its answers come from sanctioned content, not the open web.

A dealer steps up, and proximity or a touch wakes the avatar. A far-field microphone array picks the question out of convention-hall noise, and the avatar replies at life size in natural speech, lip-synced and with gesture, while supporting detail appears on a 22-inch touch overlay.

It took unscripted questions from the main stage in English and Japanese, then carried on one-on-one in the engagement zone. HoloBox911 ran it end to end.

The result

Dealers got straight answers in English or Japanese without queuing for a person. Each exchange was logged, so the next version of the knowledge base reflects what people actually asked.

The same unit, unchanged, can go on to dealer onboarding, workshop service standards and model-year briefings across the network.

How it worked

01 Approach

A dealer steps up. Proximity or a touch wakes the avatar. Nothing to download.

02 Listen

A far-field mic array picks the question out of convention-hall noise.

03 Reason

The question is matched against Maruti Suzuki's own approved material, never the open web.

04 Respond

The avatar replies at life size in natural speech, lip-synced, with gesture.

05 Learn

Each exchange is logged, so the next knowledge base reflects what people actually asked.

One unit, 4 jobs

01 Bilingual live Q&A

Unscripted questions on stage in English and Japanese: the job the unit was hired for.

02 Dealer onboarding

New recruits ask what they'd otherwise save for a busy manager.

03 Service standards

Technicians check procedures aloud on the workshop floor.

04 Model-year briefings

What changed this year, delivered to every sales floor the same way.

Want this at your event?

Tell us the venue, the date and what you want the room to do. We'll show you what it costs and what it needs.

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