

How Begin Health Uses ReSponse to Overhaul Its Customer Support System



About



Modern life can be difficult on the developing little gut, and persistent gut issues in toddlers and kids can have lifelong impacts on their health. Begin Health was founded to help parents on their kids' health journey by helping families understand and prioritize gut health and to help them prevent health challenges and overcome them if they present using nutritional interventions.

Begin Health's mission is to empower families to nourish and preserve the vitality of the gut microbiome and their vision is that every baby born inherits and keeps a thriving and resilient microbiome for a lifetime.



Challenge



Like many companies, Begin Health understood that rapid growth can create growing pains. After experiencing 10x growth in one year, it became evident that their customer support needed tech-enabled tools to scale. The team wanted a system that would streamline the process of receiving sensitive requests and manage careful responses in a timely manner.

When Begin Health realized that many of the parents' questions could be answered based on the company's knowledge base, they concluded that automation as a tool could help surface and resolve parents' questions quickly even when agents were not available.

Challenge

Begin Heath's intention was to offer customers the ability to manager their orders and handle sensitive inquiries through a new-generation chatbot-like contact method.

This switch would make it faster and easier to answer questions like:

Can you provide me with order updates?

How can I access my subscriptions?

When is the best time to use the prebiotics?

If I mix the prebiotics in yogurt in the morning, can they be saved until lunch...

Strategy



To do this right, Begin Health needed a partner that understood the power of AI and could offer solutions that could adapt to the sensitive nature of the business. Keeping their customers informed and ensuring their needs are met at all points of the customer journey was paramount.

Initially, Begin Health chose to leverage Stateset's ReSponse App due to its reliability and quick responses to customer inquiries. However, there was an underlying issue. Its customers needed something more personalized and efficient.

Strategy

The solution was Response CX: an AI-powered solution that used more advanced machine learning to understand the needs of the user. Response CX is able to learn from the information you give it. Using this tool Begin Health can have an AI assistant that can automatically read, interpret and respond to customer inquiries in real-time effectively cutting response times by 85%.

Response CX was the perfect fit for what Begin Health was looking for. Better yet, it was scalable and more cost-effective than traditional support teams.



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Begin Health Customer Support
How can we help?

Go to previous conversation >

Quick responses

What are the ingredients? >

Does this contain milk? >

What ages is this for? >

What is your return policy? >

How can I cancel my subscription? >

Track and manage my orders >

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Begin Health Customer Support
How can we help?

Begin

You can mix Begin Growing Up Prebiotics with 4-6 oz of fluids or foods like water, milk, yogurt, or a smoothie.

How often should my toddler take this product?

Begin

The daily dose for toddlers and kids under 4 is 1 packet per day. We recommend starting with only 1/2 of a packet of Begin Prebiotics per day and gradually reaching the recommended amount over several days.

1h ago

Type a message...

★ REVIEWS

Solution

Implementing this type of tool wasn't a simple out-of-the-box solution. There was a process to go through to tune the AI to be what Begin Health needed. The first step in this process was to gather all of the applicable data needed to make the bot sound and feel like an agent at Begin Health.

We spent time combing the website, FAQ, and previous customer conversations. This is when we began to understand the limitations of AI. To better align with the Begin Health brand the AI needed a lot of examples and fine-tuning.

Solution

Once we were confident the AI was able to respond effectively and with a high degree of accuracy, we linked it to Shopify and the Gorgias chat widget on Begin Heath's website. This allowed the customer to get their questions answered in real-time, 24/7 from the website.

Finally, we implemented a way to detect the intent and sentiment of the customers; if it seemed like they are not getting the answers they need the AI will automatically escalate the ticket to another agent and no longer respond.

“

The next generation of AI-powered customer experience has arrived. As a brand and former marketing technologist, exploring and implementing modern AI-powered tools for our brand is important to me.

The ReSponse AI App provides a smart, scalable interface for our CX team to be at the forefront of e-commerce technology and to provide better experiences and support for our customers.

Madeline Lauf
Founder, Begin Health

Results

By adopting Stateset's Response AI solution Begin Health has recorded tremendous change in its customer relations. First and foremost, the new automations in place have helped Begin Health reduce response time by 85%. Taking the first ReSponse time down to 5 seconds with an additional 17% reduction in time to resolution.

Not only are members of the Begin Health community attended to significantly faster, but they are also working on adopting other self-service features.

85%

Reduction in response time

17%

Reduction in time to resolution

28%

Increase in CSAT



Want to Learn More?

Responses to customers are only improving and will continue to do so as we train the AI on more data and upgrade the models in the future.

To learn more about ReSponse and how to build your own AI Customer Service Assistant reach out to ReSponse at response@stateset.io.

[Visit our site today!](#)

To learn more about how Begin Health is empowering families to nourish and preserve the vitality of the developing gut microbiome visit beginhealth.com