How Truvani Uses ReSponse for Automated Order and Subscription Changes

StateSet

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Wow! It's handling a good number of tickets very well, we are excited! Go Robert...or Robbie as some of the team calls him!

- Femi Olasupo - Director of Customer Experience at Truvani

About TRUVANI.

We create the health & food products that we wished to find in stores for years. And now you can. We believe in real food without added chemicals. Products without toxins. Labels without lies.

No preservatives. No artificial colors. No artificial sweeteners. We use real food and keep it pure; fall in love with Truvani's amazing taste and ingredients.

Challenge

TRUVANI.

Like many companies, Truvani understood that rapid growth can create growing pains. The team wanted a system that would streamline the processing of Order and Subscription changes in a timely manner. In parallel, the team could focus on more complex requests with the extra bandwidth versus what the AI can handle.

Truvani realized that AI automation as a tool could help triage Order and Subscription related questions quickly even when agents were not available.

Challenge

Truvani's intention was to start with the AI responding to Order and Subscription Cancellation questions sent by customers via email.

This would make it easier to answer questions like:

Can you Cancel My Order?

Please Cancel my Order Number... #12821313

Can you please Cancel my Subscription Order?

Can you please Skip a Month? I have enough product already.

Strategy

TRUVANI

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Truvani needed a partner that understood the power of AI and could offer solution that does not 'hallucinate' wrong answers; but just simply accomplish this Order and Subscription Change requests along side the rest of the team. Keeping their customer experience best-in-class and ensuring their was a high bar of confidence in the system was paramount.

Truvani chose to leverage StateSet's ReSponse CX due to it's ability to accomplish to Order Cancellations, offer Subscription Changes such as Pause or Skip Next Order and its predictable fixed price pricing model.

Strategy

StateSet ReSponse is an autonomous agent that uses the state-of-the-art GPT4 LLM (Large Language Model) and a proprietary knowledge retrieval API and Rules Engine to understand the needs of the customer. ReSponse is able to learn from the rules, context and examples you give it.

Truvani now has an Autonomous AI agent that can automatically read, interpret intent, make API calls to Shopify Orders to cancel the order and respond with confirmation to customer inquiries in real-time. This is effectively cutting Order Cancellation time to resolution by 95%. ReSponse also makes Subscription Changes seamless improving customer satisfaction and giving the other team members back time.

Response was the perfect fit for what Truvani was looking for. It is scalable, it helps streamling Order and Subscription changes and it helps create a better customer experience.

Solution 1/3

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 Truvani needed. The first step in this process was to make sure that the responses were deterministic and not going to hallucinate wrong answers.

We spent time combing the macros and product information from the website. This is when we began to understand the limitations of AI. To better align with the Truvani brand the AI needed a lot of examples and fine-tuning and additional rules / constraints to provide perfect responses.

Solution 2/3

We then linked ReSponse to Shopify and Shipmonk for pulling in the Order info into the response context. This was especially helpful for Order Cancellations requests as we needed to understand if the Order was within the time threshold to still be canceled.

Finally, we implemented a way to detect the intent and the order number parameter from the customers in order to make the appropriate callout in Shopify to make the Order Change.

Solution 3/3

ReSponse schedules the message to be sent via email after waiting 3 minutes. This scheduled, multi-threaded processor combined with ReSponse's ability to cancel the Shopify Order gives us a powerful solution when a customer emails in they would like to Cancel / Change their Order.

This saves the team time, creates a better customer experience and provides a super useful automation to their CX & Ops stack.

Results

By adopting Stateset's Response AI solution Truvani has recorded tremendous change in it's post-purchase customer experience. The new automation in place have helped Truvani in handling order questions.

Not only are members of the Truvani community attended to significantly faster they also have a much more efficient way to handle actions related to Order and Subscription Changes.

95%
Reduction in Time to Resolution for Order Cancel

95%
Reduction in Time to Resolution for Subscription Cancellations

100 hours
In Personal Hours given back to the CX team

StateSet

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.com.

Visit our site today!