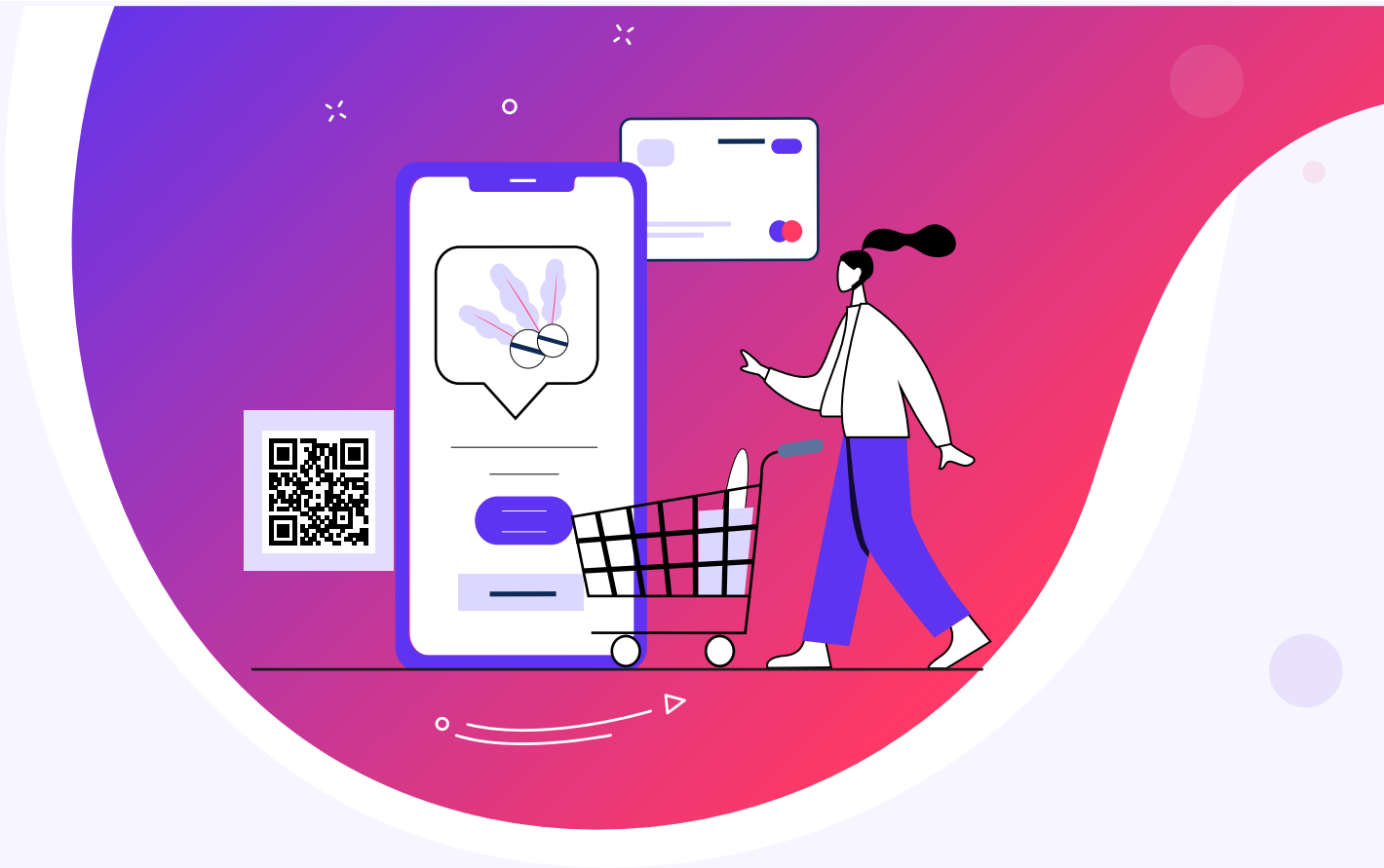




# Global herbal wellness brand enhances digital customer experience and automates 70% of queries with Conversational AI.



## Industry

CPG/FMCG

## Challenges

Simplifying the shopping journey for customers, understanding their requirements, and offering 24x7 expert support.

## Product

Omnichannel  
Digital Assistant

## Business Impact

**700+**

hours per month of automated conversations

For every  
**100**

conversations, 5 orders successfully placed in 7 days

Within two months of going live,

**70%**

of customer questions were answered by the digital assistant.

## The Company

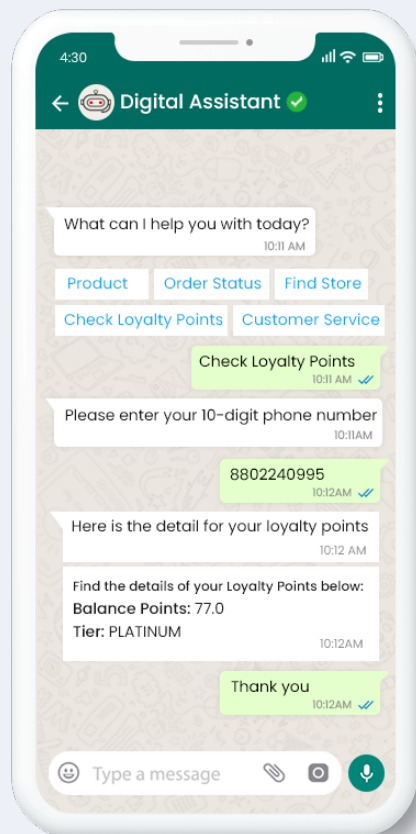
A global herbal wellness brand with a presence in 100+ countries collaborated with Gupshup to improve their customer experience and support.

## The Problem

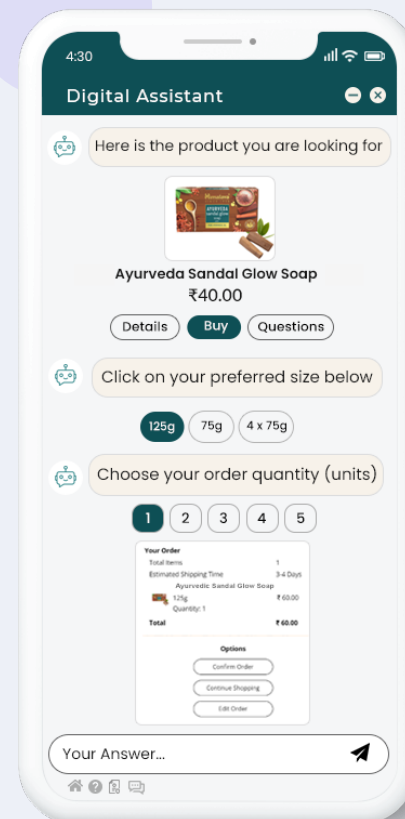
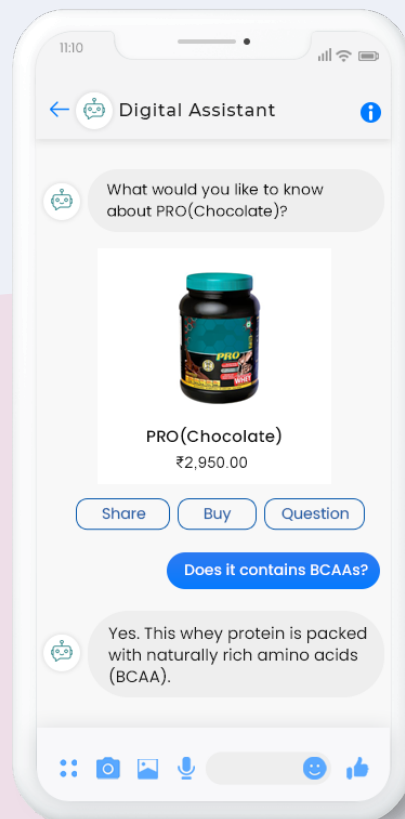
The global herbal wellness brand wanted to simplify the shopping journey for customers looking for the right product across 500+ options. Furthermore, the brand sought to understand customer requirements and enhance the customer experience by deploying 24x7 expert support. Therefore, Gupshup was brought on board to find sustainable solutions to the brand's challenges.

# The Solution

Focusing on elevating the consumer journey, we created a custom 'Digital Assistant' for the global wellness brand. The AI-powered assistant helped the brand simplify the shopping journey and deliver 24x7 instant guidance to their customer



We built out a comprehensive product knowledge base to empower the digital assistant in offering seamless customer experiences. Insights derived from the conversations also gave the leading wellness brand a peek into changes that could potentially meet their consumer's most pressing needs and increase online orders.



# Key Features

Gupshup helped the wellness brand with the following retail AI offerings:

- > AI knowledgebase of Q&As for all products.
- > A digital assistant deployed across channels such as Webshop, **Facebook**, **WhatsApp**, among others.
- > Qualified leads were handed over to human agents to close the sale.
- > Derived precision marketing insights from conversational data that led to new business opportunities for the wellness brand.

## Key Results

- Within 2 months of going live, the digital assistant could resolve 70% of customer queries without agent intervention.
- For every 100 customer conversations the brand had with the help of the digital assistant, 5 conversations converted into online orders within 7 days.
- 700+ hours per month of customer conversations were automated.
- Unique insights on what the customers needed from the brand were derived from natural language interactions with the digital assistant.