

VitaCup®

shipp[✓]ed ai

Customer Service Automation with VitaCup

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89%

CX Automation
Rate



4.7/5

CSAT Score



10x

Boost in first
response time

MEET VITACUP

In a big growth phase for VitaCup, things were moving fast. To meet the ever-growing consumer demand for functional health drinks, coffees, and teas, the beverage brand needed to scale its online customer support quickly and reliably.

As orders surged, VitaCup found Shipped AI was up to the task. Fast forwarding to today, VitaCup's support team has scaled tremendously without hiring any new agents—all with the power of human-centric AI.

THE CHALLENGE



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A CX team on a time crunch

It's a fact: growth brings both triumphs and challenges.

Serving over a million customers, VitaCup is rapidly growing to quench America's thirst for wellness-enhanced superfood drinks.

Like any online store, more orders naturally led to extra support volume. VitaCup's cross-functional CX team manned the phones, answered DMs on socials, and fielded chats and emails related to everything from order updates to returns.

Each day, the phones rang off the hook while chats pinged, and emails piled up. Before they tried Shipped AI, the team was feeling the pressure.

They tried cutting back on their live chat hours to buy more time, but it wasn't ideal. Customers faced wait times of up to 30 minutes, leading to drop-offs and lost sales opportunities.

Outside business hours and during weekends, the team faced a growing backlog of messages and emails, leading to a pileup of tickets to tackle every morning.

It was time for a better strategy.

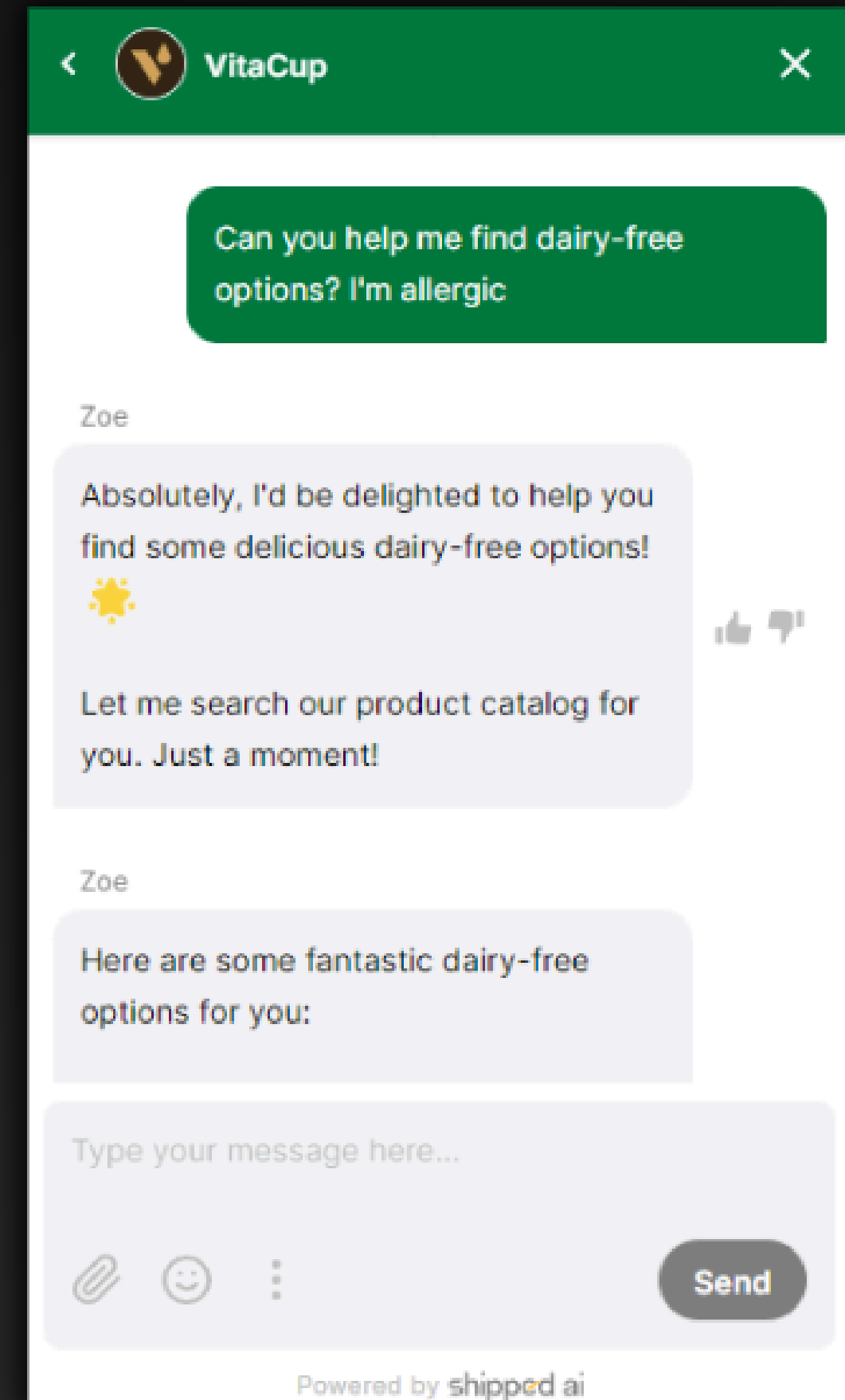
THE SOLUTION

Customer Service Automation with Shipped AI

Amid a CX time crunch, VitaCup discovered Shipped AI.

Although they didn't have the budget to hire more live agents, they were intrigued by the idea of an AI that could actually help with hands-on problems like order cancellations and refunds.

Fortunately, Shipped AI is far from your average chatbot. It's an advanced conversational agent that resolves complex queries without defaulting to deflection or in-person escalation.





Shipped AI not only nurtures customer relationships but also personalizes each interaction. It efficiently manages issues from tracking to returns and order changes, offering conversational solutions and recommendations that go far beyond the capabilities of regular bots.

“

Having Shipped AI has helped us to better manage our customer support needs. While our team works hard to address customer concerns, the sheer volume of customers can sometimes lead to delays in our support...

Shipped AI has provided much-needed relief, as it ensures that our customers can receive assistance during weekends, after hours, and even on holidays.

-Mary Goings, VitaCup

THE IMPLEMENTATION:

Shipped AI's integration with VitaCup's Shopify site was seamless, thanks to the proactive approach of the Shipped AI team. The setup was a breeze, with Shipped AI handling the heavy lifting and asking just the right questions to configure the AI for optimal customer support.

VitaCup shared, “Our developer team worked closely with Shipped AI to ensure smooth communication between our systems. A few emails and a single video call were all it took. Their team stood out for their expertise and patience.”

Shipped AI smoothly synced with VitaCup's Shopify platform and backend systems, going live as an automated customer experience agent in less than a week.



THE POWER OF SHIPPED AI

Now, VitaCup addresses inquiries in an instant, slashing wait times down from minutes to seconds.

Their new Shipped AI CX agent doesn't just offer basic solutions—it personalizes them:

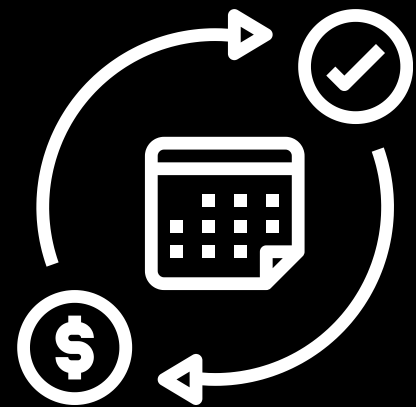
When a VitaCup customer was unhappy with their order, the AI agent quickly identified the problem. The customer needed dairy-free products. In line with VitaCup's satisfaction policy, the AI agent suggested a personalized variety pack of non dairy coffee pods—immediately resolving the issue.

It's smart support that adapts to VitaCup's customers, ensuring they get exactly what they need, whenever they need it.

VITACUP'S SUPPORT BREAKTHROUGH

CX automation in action

Shipped AI's CX agent autonomously manages key use cases for VitaCup—24 hours a day, 365 days a year:



Subscription updates

Manages subscriptions—including pausing/unpausing VitaCup orders, changing dates, or editing items.



Refunds and credits

The AI agent automatically sends refunds and credits to VitaCup customer accounts.



Order changes

Tackles VitaCup's order changes and issues, like changing a delivery address, checking status, or canceling an order.



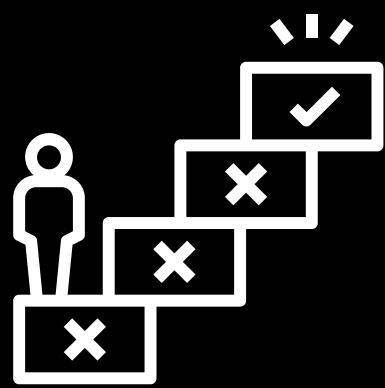
Shipping & returns

The AI responds to shipping inquiries, from package tracking to delivery timelines. Even on nights, weekends, and holidays.

MORE USE CASES

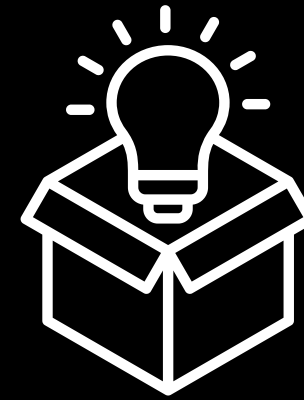
CX automation in action

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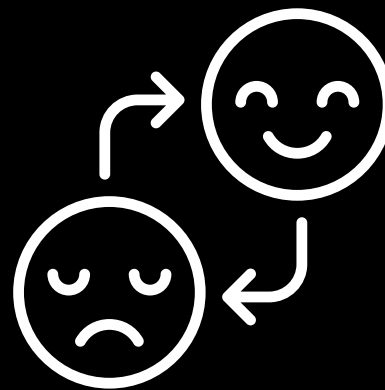
Error resolution

When a VitaCup customer receives the wrong item, the AI requests a photo for verification and refunds them for any incorrect charges.



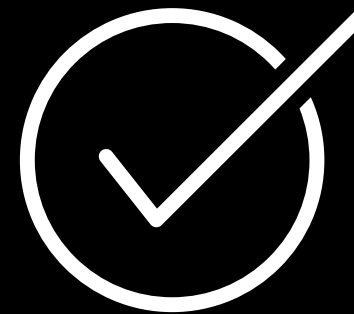
Product recommendations

The AI agent recommends products VitaCup customers will love, from plant-based to keto and beyond. Then, it kicks off an upsell.



De-escalation

Gauges customer sentiment to provide thoughtful, appropriate resolutions to keep VitaCup shoppers happy in real time.



Ultimate self-service

Wows customers with conversational self-service solutions that crawl VitaCup's Knowledge Base and extensive product databases.

LIVE RESOLUTIONS

Example 1: Subscription updates



○ **User**

I want to start making my own cold brew at home for my husband and myself. In order to do so I'll need to order 7 bags every 2 weeks or 15 bags a month, at minimum. Is there a way to set this up?

○ **Zoe**

That sounds like a delicious plan! Unfortunately, we only offer our coffee bag products in options of 2, 4, or 6 bags, and our subscription frequency is set to every 30 days. However, you can still achieve your goal by adjusting the quantity of the bag option in your cart.

For example, you could:

Order 6 bags and adjust the quantity to 3 in your cart to get 18 bags a month.

Order 4 bags and adjust the quantity to 4 in your cart to get 16 bags a month.

This way, you can get the amount you need for your cold brew adventures! If you need any help setting this up or have any other questions, feel free to ask!

○ **User**

got it. thanks Zoe!

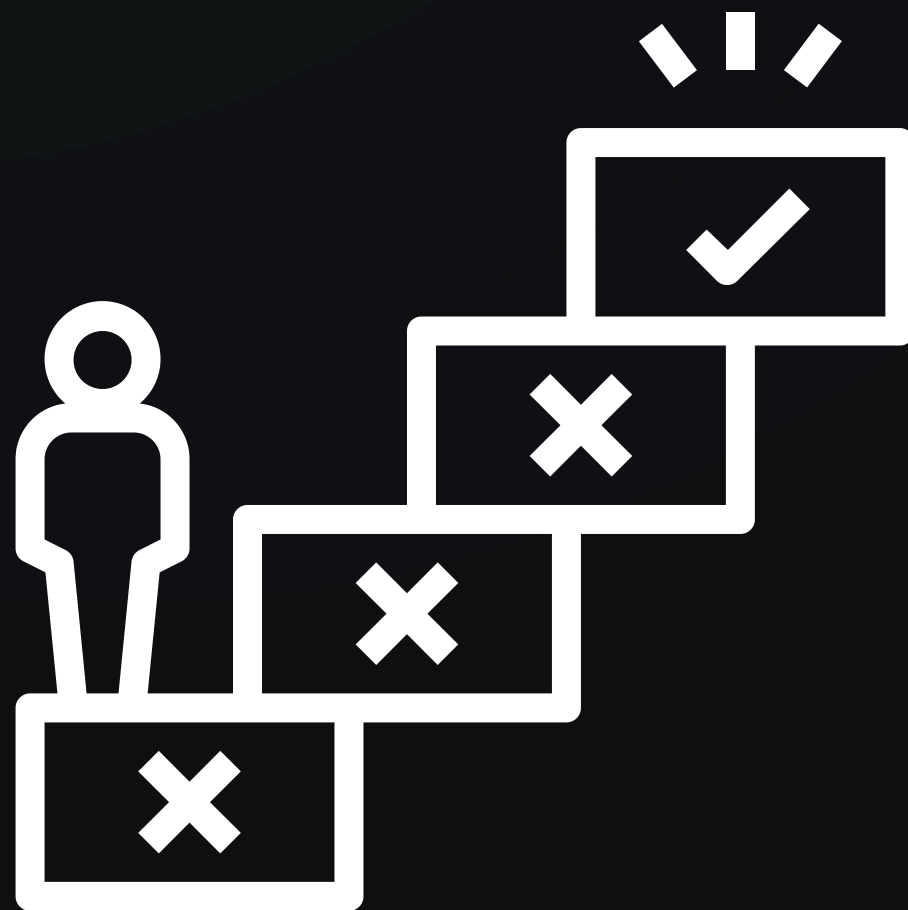
○ **Zoe**

You're welcome! If you need any more help or have any other questions, just let me know. Enjoy your cold brew adventures! Have a fantastic day! ✨

I'll end our chat now, but feel free to reach out anytime. Cheers! 🍵😊

LIVE RESOLUTIONS

Example 2: Damaged order



○ Zoe

Oh no! I'm sorry to hear that, Lucy. Let's make sure we get everything sorted out for you. Could you please let me know which other item is damaged?

Once you have the photos or videos ready, you can upload them here, and I'll include both items in the claim. 😊

○ User

the focus coffee

○ Zoe

Got it, Lucy! We'll include the Focus Mushroom Ground Coffee in the claim as well.

So, we'll be filing a claim for:

KETO Max Coffee Pods - 18 Count (1 box)


Focus Mushroom Ground Coffee - 1 Bag

Please go ahead and upload the photos or videos showing the damage to both items. 📷

Once I have those, I'll proceed with the claim. Thank you! 😊

○ User

 vita2.jpg
jpg

 vita.jpg
jpg

 vita1.jpg
jpg

○ Zoe

Thank you for the photos, Lucy! I'll include these in the claim and proceed with filing it for both the KETO Max Coffee Pods and the Focus Mushroom Ground Coffee.

Hang tight! 😊

Filing the claim now.

○ Zoe

All set, Lucy! 🎉 The claim has been successfully filed and approved. A replacement for the damaged KETO Max Coffee Pods and Focus Mushroom Ground Coffee is on its way to you. The claim number is **4260568086**, and a confirmation email has been sent to your email address on file.

Is there anything else I can assist you with today? 😊

○ User

perfect. thank you!

○ Zoe

You're very welcome, Lucy! I'm glad we could get that sorted out for you. If you need any more help or have any other questions, feel free to reach out.

Have a fantastic day and enjoy your coffee! ☕😊

I'm ending the conversation now. Take care!

VITACUP'S OUTLOOK



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**"Shipped AI has given
me peace of mind."**

-Mary Goings, Customer
Service Manager at VitaCup

For VitaCup, customer service automation has led to significant improvements in efficiency and responsiveness.

They shared, **"Shipped AI's instant replies and abundance of information makes for a great experience for both the customer service team and our customers."**

With an 89% resolution rate and a CSAT of 4.7/ 5, the brand increased their first response time by 10-fold. And thanks to the time saved from Shipped AI, VitaCup has also boosted its customer satisfaction guarantee from 45 to 30 days.

Shipped AI's solution provides personalized, instant help, tackling complex shopper inquiries around the clock.

Mary Goings, Customer Service Manager at VitaCup, shares, **"I like knowing that customers are able to receive instant assistance in case they have any questions. I admit I was a little skeptical at first, but I am very impressed with how well it has worked for us."**

SHIPPED AI AND VITACUP

A background image showing a wooden cutting board with a glass of iced tea, a glass of hot tea, and several VitaCup tea bags. The tea bags are blue and white, with the VitaCup logo and 'DE-STRESS' text. A wooden spoon is also visible on a white cloth.

VitaCup offers a strong example of how AI can revolutionize customer service with thoughtful, automated order support.

The outcome is clear: streamlined customer service operations, satisfied customers, and a CX team that can focus on strategic growth.

Challenge

Accurately resolve hundreds of order inquiries per day

Solution

Implementing Shipped AI, an AI retail CX operating system

Results

89% resolution rate

shipped ai

See Shipped AI in action and discover how to
cut support costs by up to 74%.

[Schedule a demo](#)

TOUCH OF
MODERN

P.J. Salvage

VitaCup



ORTC

Jennifer Adams

MENU
BEAUTY

Robin
GOLF

good light

DOLLS KILL