



Digital by Default

POWERED BY INTELLIGENCE

CLIENT CASE STUDY

AI Chatbot Resolves **73% of Tier-1 Tickets** for a UK E-Commerce Brand

A fast-growing UK D2C e-commerce brand was drowning in repetitive support queries. Within 6 weeks, an AI chatbot was handling 73% of all tickets — with faster responses, higher CSAT, and zero temp hires needed for peak season.

73%

TICKETS RESOLVED
BY AI

42s

AVG RESPONSE
TIME

4.2x

ROI WITHIN 6
MONTHS

6 wks

FROM ENQUIRY TO
LIVE

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THE CHALLENGE

A support team drowning in repetitive tickets — with CSAT in freefall

When the Head of Customer Experience at a UK D2C e-commerce brand (fashion and homeware, £8M revenue, 45,000 orders per year) reached out to Digital by Default, the frustration was palpable:

// We're an e-commerce brand doing £8M/year and our support team is drowning in repetitive order status and returns queries — 70% of tickets are the same 10 questions. Is there an AI chatbot that can actually handle this without sounding robotic?

Head of Customer Experience, UK D2C E-Commerce Brand (£8M revenue, 45,000 orders/year)

The business was caught in a vicious cycle: ticket volume was growing faster than the team could handle, and every slow response was eroding customer loyalty.

Operational Pain Points

- **70% of 800+ weekly tickets** were repetitive — order status, returns, sizing queries, and delivery ETAs
- **4 support agents overwhelmed**, unable to keep pace with growing volume
- **14-hour average first response time** — customers waiting half a day for simple answers
- **CSAT dropped to 3.4/5**, dragging down brand perception and repeat purchase rates
- **Peak seasons** (Black Friday, January sales) required expensive temporary staff every year

Business Impact

- **£6,200/month** in temporary staff costs during peak periods
- **22% of customers** who waited more than 4 hours for a response never purchased again
- **Negative Trustpilot reviews** specifically citing slow support responses and unanswered queries
- Brand reputation suffering at the exact moment the business was trying to scale

DISCOVERY

What we found during the audit

Before recommending any solution, we conducted a deep-dive analysis of the client's ticket data, support workflows, and customer journey:

- **Mapped the top 10 query types** covering 73% of total ticket volume — order status, returns process, sizing guidance, delivery ETAs, discount codes, stock availability, address changes, payment issues, gift wrapping, and account access
- **Average handle time** for routine queries was 4 minutes — time that could be reclaimed instantly with AI
- Only **27% of tickets genuinely required human judgment** — complaints, damaged items, and bespoke orders
- **Peak volume was 6pm–10pm** every evening — exactly when the support team was offline
- The team was spending more time on copy-paste responses than on the complex cases that actually needed their expertise

THE SOLUTION

An AI chatbot stack purpose-built for e-commerce support at scale

We designed and deployed a production-grade AI chatbot system using best-in-class components, fully integrated with the client's Shopify store and existing support infrastructure:

LAYER	TECHNOLOGY	ROLE
Orchestration	Intercom Fin AI	Conversation management, intent classification, seamless handover to human agents
LLM Backend	GPT-4o (via Azure)	Natural language understanding, context-aware responses, brand tone matching
Knowledge Base	RAG (Pinecone + custom embeddings)	Product catalogue, returns policy, sizing guides, shipping info — synced daily from Shopify
Integration	Shopify API + Royal Mail API	Real-time order status, tracking numbers, returns portal deep links
Workflow	n8n (self-hosted)	Escalation routing, CSAT surveys, weekly analytics reports, Slack alerts
Analytics	Custom dashboard	Resolution rates, CSAT by topic, escalation patterns, response times

Why this stack — and not the alternatives

We evaluated four leading platforms against the client's specific requirements. Here's a summary of our recommendation rationale:

PLATFORM	STRENGTHS	VERDICT
Intercom Fin	Native Shopify integration, excellent tone control, proven at scale	Selected
Zendesk AI	Strong AI features, robust ticketing; heavier enterprise setup required	Shortlisted
Tidio AI	Good for SMBs, easy setup; less customisable for complex workflows	Considered
ChatGPT wrapper	Fast to prototype; no native integrations, escalation, or analytics	Considered

6 weeks from first call to live deployment

1

Weeks 1–2: Discovery & Knowledge Base Build

Analysed 6,200 past tickets, built RAG knowledge base from product pages, policy documents, and FAQ content. Defined tone of voice guidelines to match the brand's warm, casual style.

2

Weeks 3–4: Chatbot Build & Integration

Built 10 core conversation flows, connected Shopify order API, Royal Mail tracking, and returns portal. Trained on 500 example conversations covering all major intent categories.

3

Week 5: Testing & QA

400+ test conversations across all intents. A/B tested AI vs human responses — AI scored higher on speed, equal on accuracy. Edge cases identified and escalation paths validated.

4

Week 6: Soft Launch & Go-Live

Days 1–3: AI handled sizing and delivery queries only. Days 4–7: full deployment across all channels — website widget, email, and Instagram DM.

THE RESULTS

Measurable impact within the first 6 months

Key Performance Metrics (6-Month Average)

73%

TICKETS FULLY RESOLVED
BY AI (NO HUMAN)

42s

AVERAGE FIRST RESPONSE
(DOWN FROM 14HRS)

4.4/5

POST-CHAT CSAT
(UP FROM 3.4)

£8.1k

MONTHLY SAVINGS VS
HIRING 2 ADDITIONAL AGENTS

91%

CUSTOMERS SERVED
WITHIN 60 SECONDS

4.2x

ROI ACHIEVED
WITHIN 6 MONTHS

What the numbers mean in practice

Revenue Protection

Customers who previously churned due to slow responses now get instant answers. **Repeat purchase rate for AI-served customers is 28% higher** than the previous 14-hour wait cohort. The chatbot doesn't just resolve tickets — it protects revenue.

Peak Season Transformation

Black Friday 2025 generated **340% of normal ticket volume** — handled entirely by the AI with zero temp hires. The entire seasonal surge was absorbed without a single additional headcount or a drop in response quality.

Agent Experience

Human agents now handle only complex cases requiring empathy and judgment. The team **reduced from 4 to 2 FTEs on support** (other 2 redeployed to CX strategy and retention). **Agent satisfaction rose from 5.8 to 8.7 out of 10.**

Brand Voice Consistency

The AI maintains the brand's warm, casual tone across every interaction — day and night, weekday and weekend. **No more variance between agents**, no more tired 11pm replies that don't match the brand. Every customer gets the same quality.

// Our customers don't know they're talking to AI — and honestly, the responses are better than what we were sending at 11pm after a 12-hour shift. The chatbot never has a bad day.

Head of Customer Experience, UK D2C E-Commerce Brand

// We went from dreading Black Friday support to not even thinking about it. The AI handled 2,400 conversations in 4 days without a single escalation failure.

E-Commerce Director, UK D2C E-Commerce Brand

WHAT HAPPENED NEXT

Phase 2: From reactive support to proactive outreach

Following the success of the Tier-1 ticket automation, the client expanded the AI chatbot into proactive customer engagement. The system now:

- **Sends automated post-purchase check-ins** — reaching out 3 days after delivery to confirm satisfaction and pre-empt returns queries
- **Delivers size recommendation follow-ups** — customers who browsed sizing guides receive personalised fit advice based on their browsing and order history
- **Recovers abandoned carts** — AI-powered messages re-engage shoppers who left items in their basket, answering objections in real time
- **Rolling out to WhatsApp** as a second channel — meeting customers where they already are, with the same brand voice and integration depth

Ongoing Support & Optimisation

Digital by Default provides monthly optimisation reviews: analysing conversation transcripts, tuning intent models, updating the knowledge base as new products launch, and A/B testing conversation flows. The AI gets measurably better every month. **Resolution rate has climbed from 73% at launch to 78% at the 6-month mark.**

IS THIS RIGHT FOR YOU?

This solution is a strong fit if...

- **60%+ of tickets** are repetitive queries
- Your support team **can't keep up** with volume
- CSAT is **declining due to slow responses**
- Peak seasons require **expensive temp staff**
- You sell on **Shopify, WooCommerce or similar**
- You want **consistent brand voice 24/7**
- You need **real integration** (not just FAQ search)
- You want results in **weeks, not quarters**



Let's explore what an AI chatbot could look like for your business.

Book a free 30-minute discovery call. No pitch decks — just an honest conversation about your ticket volumes, your pain points, and whether an AI chatbot is the right fit.

[Book Your Discovery Call →](#)

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About Digital by Default

Digital by Default is a London-based AI automation consultancy that builds production-grade AI systems for businesses ready to move beyond experimentation. From voice AI and intelligent chatbots to workflow automation and AI governance, we deliver measurable outcomes — not transformation theatre.

Services include: AI Voice Agents · Chatbots & Virtual Agents · Custom AI Agent Development · RAG & Knowledge Base AI · Workflow Automation · White-Label AI SaaS · AI Strategy & Training · AI Governance & EU AI Act Compliance