


# Recover lost sales. Eliminate support overload. *Turn buyers into loyal customers.*

FOR E-COMMERCE BRANDS · DTC · MARKETPLACES · ONLINE RETAILERS

|                                     |                                     |  |                                   |                              |
|-------------------------------------|-------------------------------------|--|-----------------------------------|------------------------------|
| <b>70%</b><br>CARTS ABANDONED DAILY | <b>18–25%</b><br>CART RECOVERY RATE | <b>80%</b><br>SUPPORT TICKET REDUCTION | <b>3x</b><br>REPEAT PURCHASE RATE | <b>24/7</b><br>ZERO DOWNTIME |
|-------------------------------------|-------------------------------------|--|-----------------------------------|------------------------------|

THE HIDDEN REVENUE PROBLEM


Most e-commerce brands have a **growth problem they don't recognise as solvable**. They invest heavily in ads, in product, in fulfilment — then quietly haemorrhage revenue through abandoned carts nobody follows up, support teams buried in repetitive queries, and first-time buyers who never hear from the brand again.



**Abandoned Cart Haemorrhage**  
70% of carts are abandoned. Most brands send one generic email 24 hours later — and lose the rest of that revenue permanently. The recovery window is 2 hours, not 24.



**Support Team Overwhelmed**  
"Where is my order?" accounts for 60% of all support tickets. During peak season — Black Friday, Cyber Monday — it becomes unmanageable. Agents drown. Customers wait. Reviews suffer.



**One-Time Buyers Never Return**  
The average repeat purchase rate is just 5–8%. Not because the product was bad — because nobody followed up at the right moment. Retaining a customer costs 5–7x less than acquiring a new one.

THE SOLUTION — THREE AUTOMATED REVENUE LOOPS

**01**

**Abandoned Cart Recovery**

- 0–30 min: Personalised WhatsApp message — exact products, direct cart link
- 2 hours: SMS nudge with time-limited offer or free shipping trigger
- 24 hours: Personalised email with product imagery and clear CTA
- Every message uses customer name, cart contents, dynamic offer based on cart value

**18–25%** of abandoned carts recovered

**02**

**Order Query Automation**

- Every "where is my order?" handled instantly — pulls live tracking data
- Returns & refunds processed automatically — label generated, instructions sent
- Delivery address changes, stock queries, wrong items — all resolved without an agent
- Complex issues escalated to human with full context attached

**80%** reduction in support ticket volume

**03**

**Post-Purchase Upsell**

- Day 3 post-delivery: "How did your order arrive?" — opens the conversation
- Positive response: personalised product recommendation + loyalty discount
- Negative response: instant human escalation with full order context
- Runs automatically across every customer, every order, every day

**3x** repeat purchase rate within 90 days

### SCENARIO A

Small DTC Brand · \$100K/month revenue

|  |                  |
|--|------------------|
| Cart recovery (18% of \$70K abandoned) | <b>+\$12,600</b> |
| Support cost reduction                 | <b>+\$2,000</b>  |
| Post-purchase upsell uplift            | <b>+\$10,000</b> |
| AixBPO Foundation plan                 | <b>-\$1,500</b>  |

**Net additional revenue/month** **~\$23,100**

MONTHLY ROI

**15x**

### SCENARIO B

Mid-Size Brand · \$500K/month revenue

|   |                  |
|---|------------------|
| Cart recovery (18% of \$350K abandoned) | <b>+\$63,000</b> |
| Support cost reduction                  | <b>+\$10,000</b> |
| Post-purchase upsell uplift             | <b>+\$50,000</b> |
| AixBPO Momentum plan                    | <b>-\$3,000</b>  |

**Net additional revenue/month** **~\$120,000**

MONTHLY ROI

**40x**

### CHANNELS

● WhatsApp

● SMS

● Email

● Live Chat

● Voice

### PLANS FOR E-COMMERCE BRANDS

#### FOUNDATION

**\$1,500** / month

+ \$1,999 one-time onboarding

- ✓ WhatsApp cart recovery sequences
- ✓ SMS & email follow-up automation
- ✓ Order query handling — 24/7
- ✓ Returns & refunds automation
- ✓ Post-purchase upsell sequences
- ✓ CRM sync — HubSpot or Zoho
- ✓ Up to 2,000 AI conversations/month
- ✓ 7-day setup · Email support

#### MOST POPULAR

#### MOMENTUM

**\$3,000** / month

+ \$2,999 one-time onboarding

- ✓ Everything in Foundation, plus:
- ✓ AI Voice agents — inbound & outbound
- ✓ All channels: Voice, WhatsApp, Chat, SMS, Email
- ✓ Up to 6,000 AI conversations/month
- ✓ Full CRM sync — Salesforce, HubSpot, Zoho
- ✓ Sentiment detection & smart escalation
- ✓ Customer KPI dashboard — weekly reporting
- ✓ Outbound campaign automation
- ✓ Fortnightly strategy call · Priority SLA

**Stop leaving revenue on the table.**

**Book a 15-minute demo today.**

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