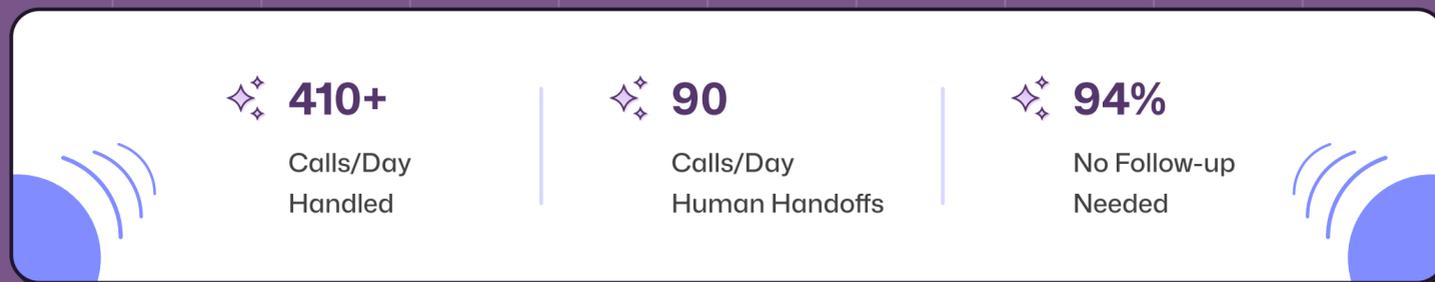




How Rootle Helped a D2C Brand Resolve 82% of Calls Automatically



Industry
eCommerce



Use Case
Customer Support



Overview

A leading D2C brand faced long wait times, high call abandonment, and repetitive customer queries. Support was limited to business hours, leaving many customers unserved. Rootle.ai's Voice AI Agent automated customer support, providing 24/7 bilingual assistance, instant query resolution, and seamless handling of orders, returns, and callbacks. This improved customer satisfaction, reduced wait times, and allowed the support team to focus on complex, high-value interactions.



The Challenges:

- **Long Wait Times & High Abandonment**

During peak hours, customers faced 8–12 minute wait times, leading to frustration. Many callers (28%) abandoned their calls before connecting with an agent, resulting in lost opportunities and negative customer experiences.

- **Repetitive & Basic Queries**

Around 70% of calls were simple order status, tracking, or return inquiries. Handling these manually consumed a large portion of the support team's time, preventing them from focusing on complex or high-value interactions.

- **Limited Hours & Scaling Constraints**

Support was only available from 10 AM to 7 PM, leaving after-hours customers unserved. Additionally, the team couldn't scale efficiently with increasing call volumes, making it hard to maintain consistent service quality as the business grew.

The Solutions:

- **24/7 Intelligent Voice AI Agent**

Rootle.ai handled customer calls with natural, bilingual (English & Hinglish) conversations, resolving queries like order tracking, returns, refunds, and product information without human intervention.

- **Seamless Multi-Platform Integration**

Integrated with Shopify, Shipway, and ReturnPrime, Rootle.ai fetched real-time order and delivery data, processed returns, and sent automated updates, ensuring accurate and instant responses.

- **Smart Routing, Escalation & Analytics**

Complex queries were automatically routed to human agents (18% of calls), while 82% were resolved by AI. A real-time dashboard provided insights into call volumes, AI performance, sentiment, and customer satisfaction for continuous optimization.

Result Achieved



Performance Metric	Before Rootle	After Rootle
Call Connect Rate	72%	99% (+27%)
Call Abandonment	28%	3% (89% reduction)
First Call Resolution	61%	87% (+43%)
Average Wait Time	10 min	0 min (Wait time eliminated)

Business Impact



Revenue Growth Faster and consistent support reduced customer drop-offs, driving higher repeat purchases and sales.	Cost Savings Handling 500+ calls daily without extra staff cut operational expenses.
Scalable Operations Enabled the brand to grow customer base and call volumes without proportional increases in support costs.	Improved Brand Loyalty Instant, accurate responses boosted customer trust, retention, and lifetime value.

Testimonial



Before Rootle, our customers often waited minutes to get help, and our team was stretched thin. Now, calls are answered instantly, issues get resolved fast, and our agents can focus on what really matters.

- Head of Customer Experience, Leading D2C Brand



The Conclusion:

Rootle.ai didn't just automate customer support - it reshaped the entire experience. Customers get instant, accurate help any time of day, while human agents focus on meaningful, high-value interactions. The brand now scales effortlessly, reduces costs, and strengthens loyalty, turning support from a challenge into a growth engine.



Phone-based Voice AI Agent



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