

CASE STUDY

Transforming Customer Support with Gen AI for Wisteria, **boosting 80% support efficiency.**

Challenges

Time taking & prone to delays



Order status lookups in NetSuite

Inconsistent customer experiences



Product & back order availability info

Frequent back & forth with customers



Reporting & managing damaged goods

Manual data checks & validations



Return eligibility checks based on delivery dates

Delayed operational workload & response times



Reviewing & validating trade program applications

Solution

An AI-powered email bot and web chatbot integrated with NetSuite to automate core support workflows, minimizing manual effort and boosting efficiency.

- Complex cases diverted to agents with context-ready drafts
- Image upload prompts for fast damage reporting
- Smart validation of trade apps & resale certificates
- Real-time answers on product availability & inventory checks
- Automated return checks based on delivery timelines

Instant order status updates via NetSuite

Routine queries were auto-resolved

Results

80%

boost in support efficiency

86%

automated email responses

75%

faster response times