

bitespeed x



# Premium haircare brand Truth & Hair generates **6.56% additional sales** with AI Chatbot on WhatsApp.

**6.56%**

Additional Sales  
Generated by  
AI Bot



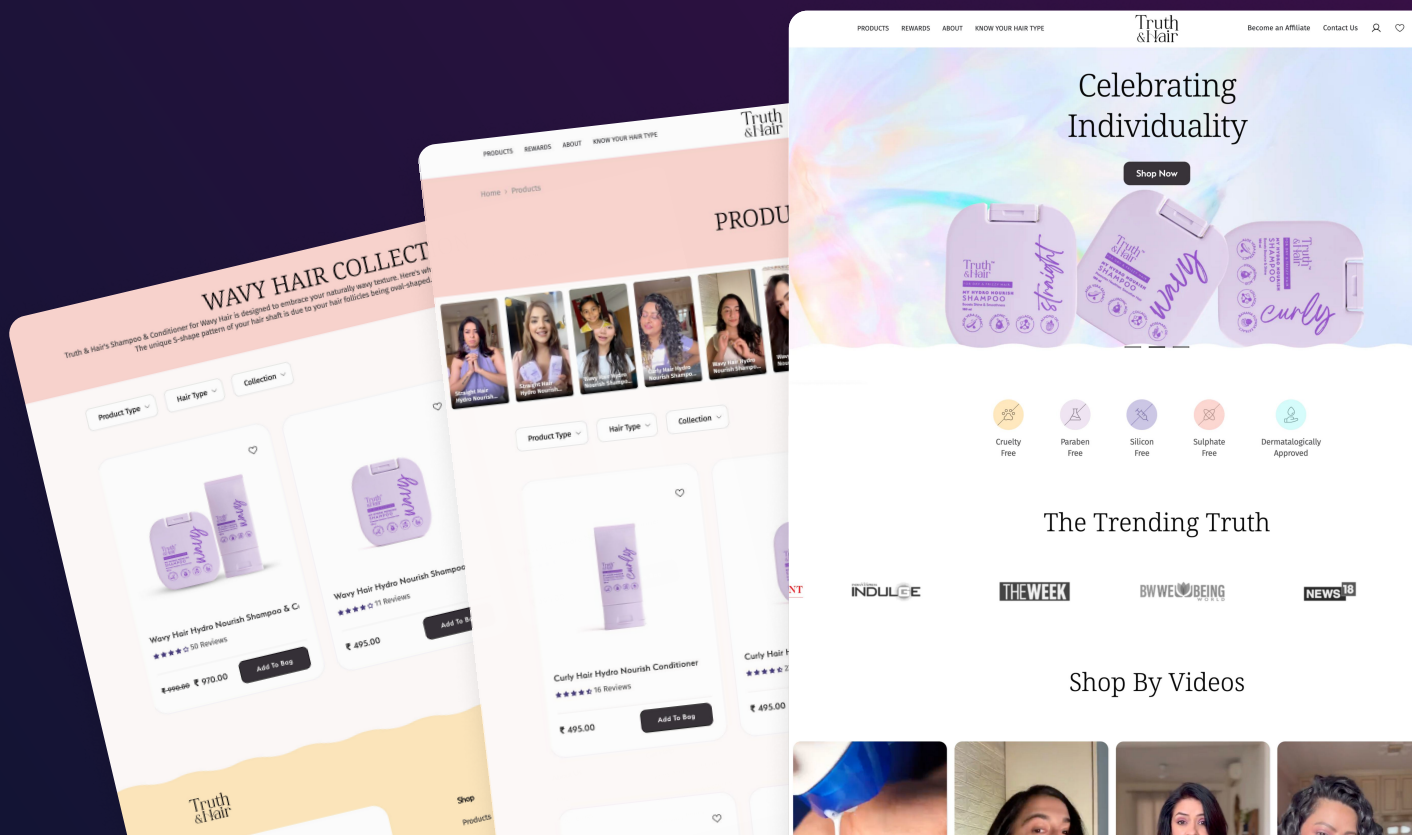
**78%**

Queries Automated  
by AI Bot



**13X**

Decrease in Avg  
Resolution time

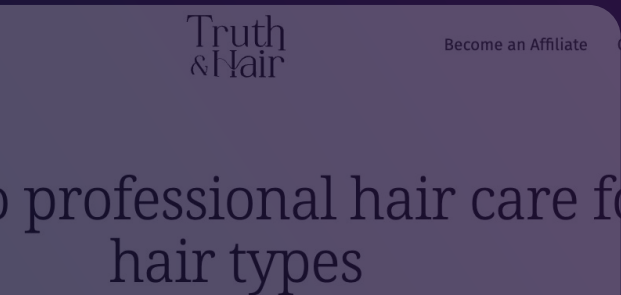


# About Truth & Hair

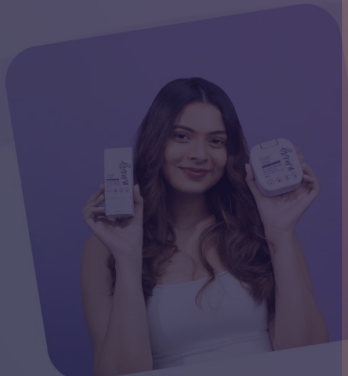
## Founded with Purpose

Truth & Hair specializes in premium hair care products designed for all hair types. Our innovative formulations combine natural ingredients with advanced hair care technology to deliver exceptional results.

Starting as a solution for personalized hair care needs, Truth & Hair has grown into a trusted brand known for its effective products, sustainable practices, and commitment to hair health.



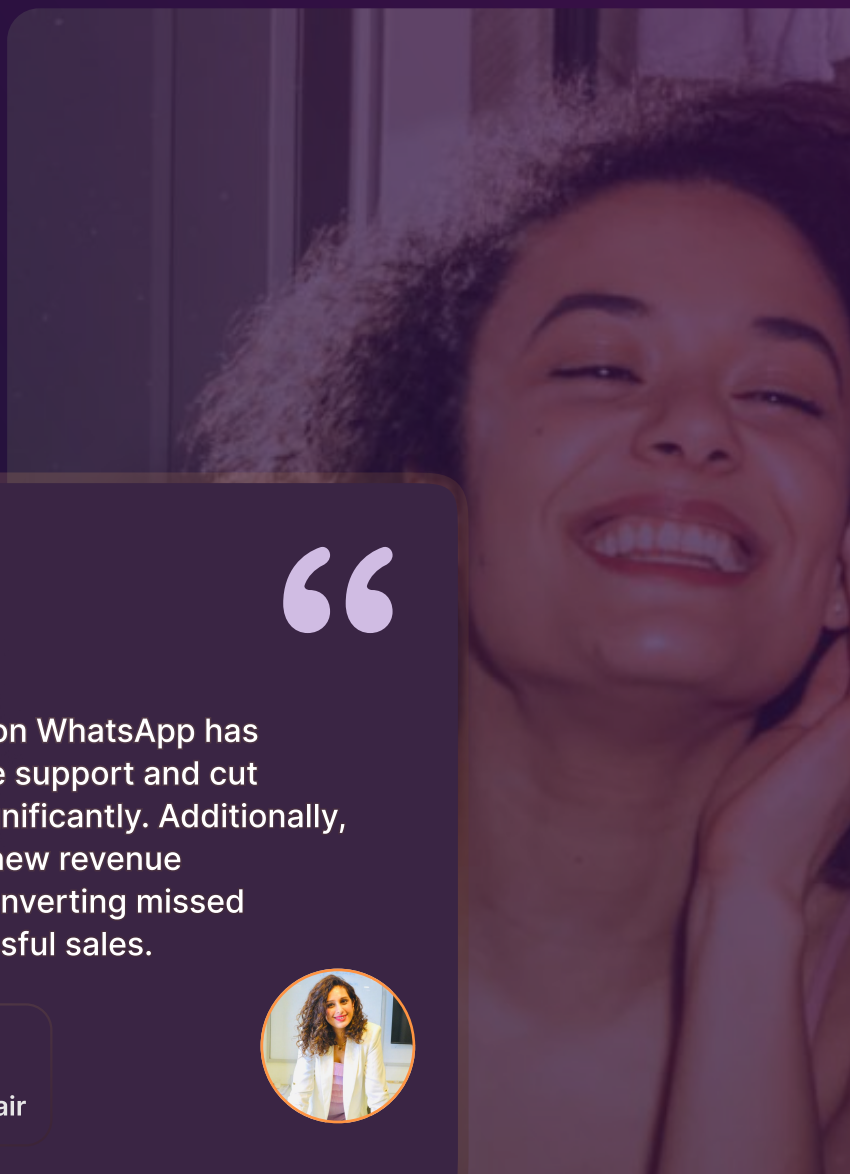
are—an exclusive range designed to transform your hair care routine to the next level with our premium hair care range that will improve your hair and scalp health.



BiteSpeed's AI bot on WhatsApp has helped us automate support and cut resolution times significantly. Additionally, we have unlocked new revenue opportunities by converting missed queries into successful sales.

**Saumya Alagh**

Founder of Truth & Hair



# The Objectives



## #1 24/7 Customer Support:

The bots provided non-stop assistance, enabling customers to get support and product information regardless of the time of day.



## #2 Tailored Product Recommendations:

Leveraging customer data, the bots recommended personalized hair care products based on individual preferences and inquiries.



## #3 Automated FAQs

The bots efficiently handled frequently asked questions about products, order status, and payment issues, thereby minimizing response times.

# The Results

**6.56%**

Uplift in Total Sales

**78%**

Queries Automated by Bot

**85.3%**

Out of Office Queries Resolved

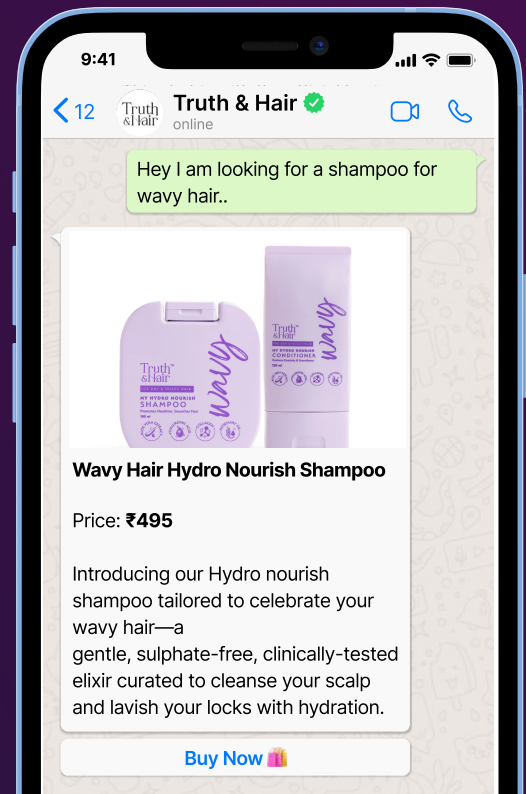
**13X**

Decrease in Avg Resolution time

# Automate Pre-sales Queries

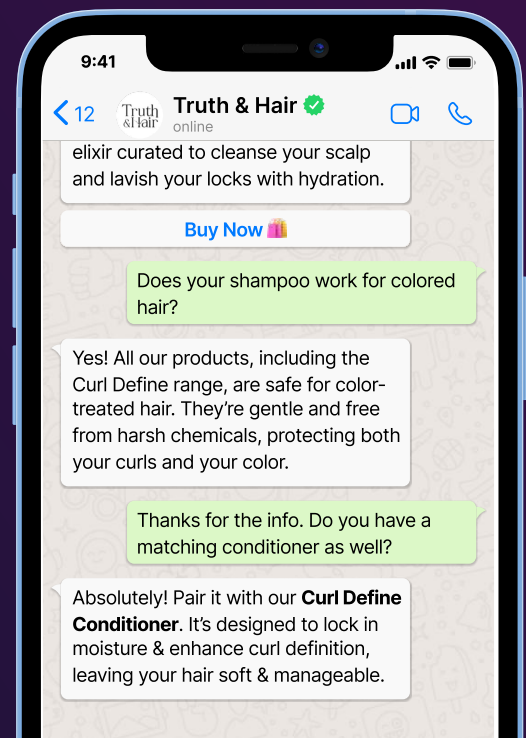
## ● Product Recommendation

The AI bot leverages its training on product details and brand knowledge to deliver accurate, personalized product recommendations. By analyzing customer input, such as hair type, concerns (like frizz or damage), and preferences, the bot identifies the most suitable shampoos, conditioners, or combo packs. This ensures customers receive tailored solutions, enhancing their shopping journey.



## ● Pre-Sales Queries

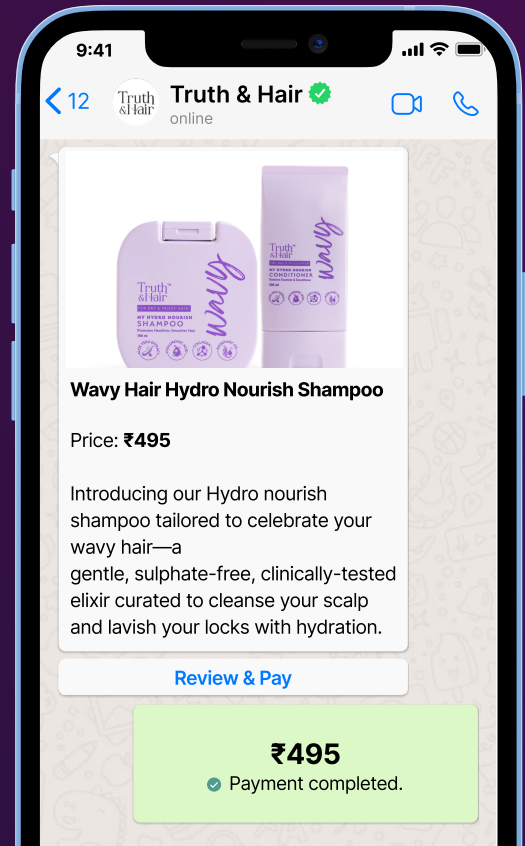
Trained on brand knowledge - base, the AI bot handles customer inquiries about product ingredients, suitability, or ethical practices. It provides accurate, prompt answers to build customer trust and confidence, ensuring buyers have all the information they need before making a purchase.



# Generate Sales With AI Bots

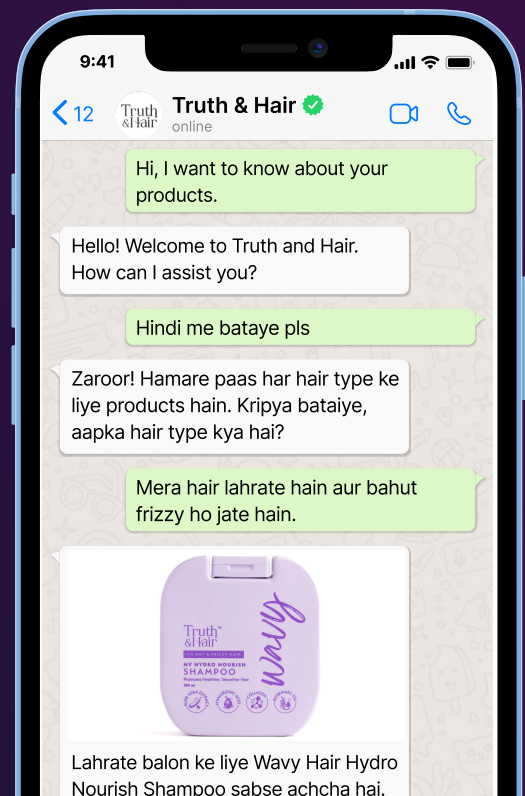
## ● Checkout Using WhatsApp Pay

Integrated with WhatsApp Pay, the bot streamlines checkout by generating payment links directly within the chat. This feature simplifies transactions, ensuring customers can complete purchases without leaving the conversation, leading to faster, frictionless sales and improved customer convenience.



## ● Multilingual Conversations

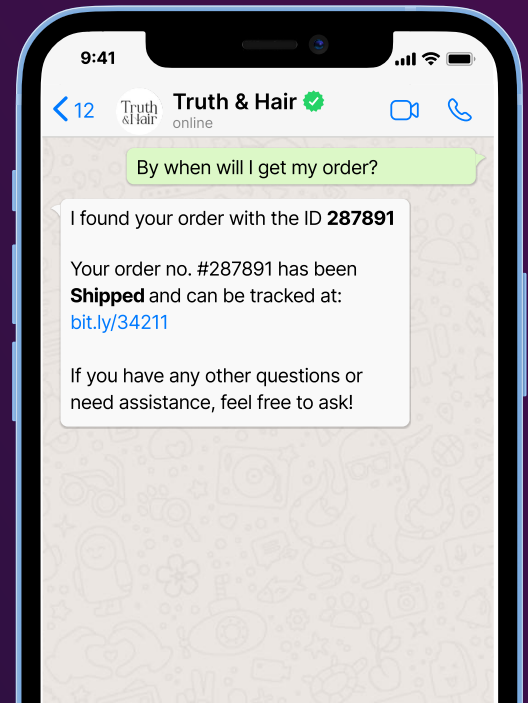
The AI bot's multilingual capabilities enable it to assist customers in their preferred languages. By switching seamlessly between English, Hindi, Kannada, and more, it breaks language barriers, delivering personalized and inclusive customer support while maintaining accuracy in product details.



# Automate Recurring Support Queries

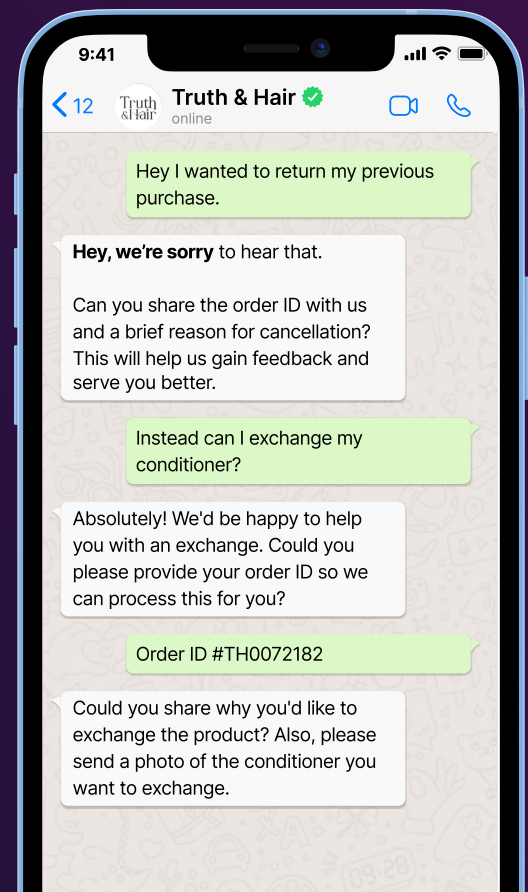
## ● “Where Is My Order” Query

The AI bot streamlines order-related support by instantly addressing queries like “Track my order” or “Order status.” Using integrated systems, it fetches real-time updates and provides tracking links. This ensures customers receive accurate and prompt responses, reducing wait times and improving satisfaction with quick self-service options.



## ● Automated support workflows

Trained on the brand's policies, the AI bot assists customers with return or exchange requests. It provides clear guidelines, processes requests, and shares updates on approvals or refunds. By automating these tasks, the bot ensures hassle-free resolutions while maintaining transparency and efficiency for customers.



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