



# TriVita powers web chat with Conversations by NLX

**About TriVita:** TriVita is a wellness company that sells health supplements to customer via their online website. The fusion of the words Tri (three) and Vita (life) serves to remind us that we are Physically, Emotionally and Spiritually connected. The company offers a complete line of premium quality science-based nutritional supplements that support a healthy body and address a wide range of health concerns. Their Personal Wellness Consultants also provide care, knowledge, empathy and support throughout your wellness journey.



## THE CHALLENGE

As a major B2C player in the online health & wellness supplement industry, TriVita was looking for ways to improve their customers' online experience - specifically in getting questions answered quickly.

The company had channels for their valued customers to reach out to them through ticketing models and through phone, but they had no automation in place and were looking to resolve the common issues seen by the support desk, reserving their expertise for more complex customer cases.

Before NLX, TriVita handled phone and chat customer inquiries from 5 a.m. to 5 p.m., but were unable to handle chat escalations from their website. Chat escalations from the website were immediately sent to log a ticket where the support team would respond to their request in 24-48 hours. Often these cases were not able to be resolved on the first contact to their customers which would ultimately result in a call to the service desk.

At times, TriVita's call center would become overwhelmed, resulting in long hold times throughout the day. A majority of the issues agents were handling were perfect use cases for customer self service.

TriVita was looking for a solution that could reduce pressure on its call center, better answer chat inquiries, increase hours of customer service, and reduce redundant customer inquiries.

## OUR SOLUTION

NLX's solution started with identifying all of the use cases, their desired custom roadmap, and diving into an implementation plan which would span a 12-week period to completion.

Conversations by NLX, NLX's conversational AI platform available through the AWS marketplace, was an excellent fit for TriVita because it easily integrated with the systems, channels, and unique business processes TriVita already had in place to resolve customer inquiries.

From there, TriVita began designing the ideal self-service experience for their customers and brand. Everything was developed in staging environments, tested, validated, signed off and eventually rolled out into a production phase where more data was gathered to continue enhancing the experience.

Within the Conversations by NLX platform, Dialog Studio was the chosen SaaS product to craft TriVita's chat solution.

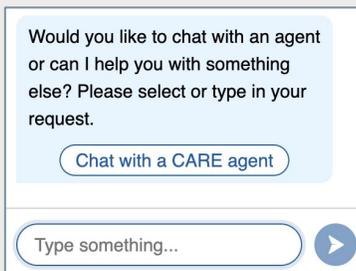
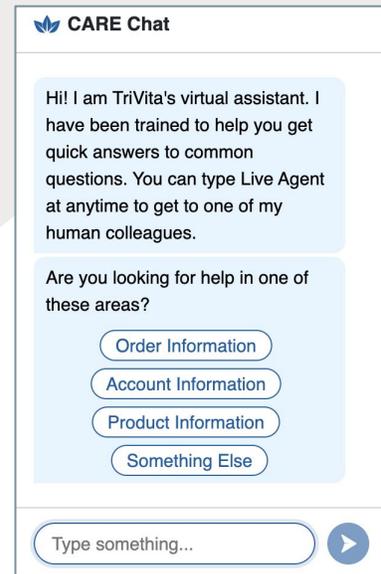
The chatbot handles nearly 15 use cases, including finding member ID, tracking the order status, other FAQ style questions, etc. If needed, escalation to live agents is available between the appropriate hours of operation.



## CUSTOMER EXPERIENCE

Customers exploring TriVita’s website can now resolve their own inquiries, whenever through TriVita’s chat solution.

Customers can simply click on the chat icon in the lower right corner of their website or through the support tab. From there, customers are able to inquire about things like finding their member ID, tracking the order status, and more through the chat solution.



Should escalation be needed, the customer is transferred to a live agent, where the conversation is now powered by Amazon Connect. During the transfer, the conversation history is passed on to the agent, so the customer isn’t starting over again.

## THE WIN

TriVita was able to start with a blank slate and craft their ideal customer chat experience using the Conversations by NLX platform for their website.

The chat solution helped the wellness company expand its hours of service from 5 a.m. to 5 p.m. to 24/7. Agents no longer need to handle redundant customer inquiries like checking order status, total VitaPoints available, password reset, promo codes, etc. and customers get their inquiries answered without ever needing to wait on hold.

TriVita is continuing to build out new use cases with NLX, as well as develop a voice solution to continue to increase customer self-service, reduce volume to its call center, and ultimately, improve savings on costs, effort, and time.



Automated



24/7 Service



Integrates



↓ Hold Times