

# Growth Action Plan

LunaSkin DTC | AI

Lead: Sofia Grant | Primary Goal: Save time with AI

**Industry: Ecommerce (Beauty)**

Team Size: 14 team members

**Traffic/Users: ~52,000 monthly sessions; 1,400 support tickets/month**

Expected first measurable gains: 2-6 weeks

## 1) Executive Summary

- Likely bottleneck: High-volume repetitive support tickets delay personalized support.
- Fastest path: Deploy AI ticket deflection for order and return intents
- Expected impact: Deflect 25-35% tickets (High confidence).
- Context: Support team spends too much time on order status, returns, and product-match questions, impacting retention campaigns.

## 2) Opportunity Diagnosis

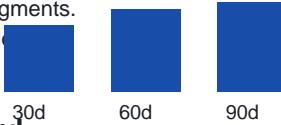
- Primary: High-volume repetitive support tickets delay personalized support.
- Secondary: Retention opportunities are missed because support context is siloed.
- Assumption: Assumes Shopify + helpdesk API access.

## 3) 30-60-90 Plan (Outcome-Based)

Window	Focus	Action	Impact	Confidence
0-30 days	Support	Deploy AI ticket deflection for order and return intents	Deflect 25-35% tickets	High confidence
31-60 days	Retention	Trigger post-support upsell and replenishment journeys	Raise repeat purchase 4-8%	Medium confidence
61-90 days	Insights	Auto-tag support themes for product and CX feedback	Faster issue resolution cycles	Exploratory

## 4) Top 5 Priority Actions

1. Train AI on shipping/returns policy and top 50 macros.
2. Auto-generate suggested replies for agents with one-click approval.
3. Route VIP customers to priority human support.
4. Link support outcomes to retention email audience segments.
5. Monitor deflection accuracy weekly and tune fallback logic.



## 5) Offer Recommendation + KPI Scorecard

Recommended: AI Automation (Primary), Web Apps (Secondary). Track weekly: Ticket deflection, response SLA, repeat purchase rate.

## 6) Risks & Mitigation

- Risk: Tone inconsistency. Mitigation: brand voice guardrails + QA sampling.
- Risk: Policy drift. Mitigation: weekly sync from source-of-truth docs.
- Risk: Over-deflection. Mitigation: confidence threshold for human handoff.

## 7) Immediate Next Step

Launch AI responses for the top 3 intents (order status, returns, product match) and compare SLA before/after.

"If useful, I can turn this into a hands-on execution sprint with milestones, owners, and delivery dates."

Book a strategy call: <https://nexgen.studio/#contact>

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