

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.

Projected KPI Direction (30/60/90)



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."

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