

How Decode Age handles 3,700+ support conversations with **AI Agent**

90.7%

CX
Score

69.4%

AI Resolution
Rate

3,702

Conversations
handled



The Challenge

Supplement customers don't ask simple questions



Highly complex, science-heavy queries

Questions about NAD+ pathways, supplement stacking, and clinical evidence can't be answered with generic scripts.



Response speed vs. answer quality tradeoff

Customers expect fast replies - but rushing a response on a health product risks trust and conversion.



Human agents couldn't scale with demand

As Decode Age grew, the volume of inbound queries outpaced what a manual support team could handle efficiently.

3,702

Conversations
per month

Science queries, dosage questions, order tracking, ingredient certifications - all landing in one inbox, every month.

An AI agent trained to handle the hard questions

BotSpace deployed an AI agent for Decode Age - trained on their product knowledge, ingredient science, and FAQs.

1

Product & ingredient queries - instantly resolved

Dosage guidance, supplement stacking, certifications, and sourcing questions answered accurately in seconds.

2

Order tracking & post-purchase support

Shipping status, delivery timelines, and return queries handled without any human intervention.

3

Smart escalation when it matters

When a query needs a human, the AI hands it off cleanly - with full context, no repeat explanations for the customer.

4

24/7 coverage, zero added headcount

The AI handles queries at any hour - weekends, nights, and peak sale periods - without expanding the team.

The results

Complex questions. Confident answers. At scale.

90.7%

CX score

69.4%

AI resolution rate

2,568

Conversations resolved by AI

3,702

Customer ratings collected

Resolution breakdown

Resolved by AI agent	69.4%	2,568
Escalated to human agent	30.6%	1,134

Customer satisfaction

90.7%

1,256 of 1,385 ratings
were 4 or 5 stars

About BotSpace

Conversational AI Platform for D2C brands

BotSpace is an AI-powered conversational commerce platform for D2C e-commerce brands - unifying WhatsApp, Instagram, Voice, Live Chat, and Email in one place. From support automation to revenue recovery, we help brands scale customer conversations without scaling headcount.

Want results like these?

[Bot.space](https://bot.space) - Bilal@bot.space

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