

How D'chica drove ₹4.66L in attributed revenue using AI agent

₹4.66L

Revenue
Attributed

77.5%

CSAT
Score

11.4K

Contacts
Engaged



The Challenge

Growing fast - but customer conversations weren't keeping up



High volume of repetitive support queries

Sizing, delivery status, returns - the same questions answered hundreds of times daily by human agents.



Abandoned carts & COD losses going unrecovered

No automated follow-up meant lost revenue sitting uncontacted - carts abandoned, COD orders unverified.



No upsell layer post-purchase

Every completed order was a missed opportunity to recommend a complementary product or drive a repeat purchase.

4,000+

Customer conversations
per month

Sizing queries, tracking, and COD
checks - all handled manually.

The solution

One AI agent. Every customer touchpoint - automated.

D'chica used BotSpace's AI agent on WhatsApp to automate the customer journey from first query to repeat purchase.

1

Customer support - instant, 24/7

Sizing advice, order tracking, return queries - the AI resolves them in seconds, any time of day, in natural conversation.

2

Abandoned cart recovery

When a shopper drops off, the AI reaches out on WhatsApp automatically - answering doubts and nudging them back to checkout.

3

COD order confirmation

Every COD order is verified before dispatch - confirming intent, reducing RTO risk, and protecting logistics cost.

4

Upsell & cross-sell

Post-purchase, the AI recommends complementary products — turning a single order into a higher-value cart.

The results

One agent. Real numbers.

₹4.66L

Revenue attributed

77.5%

CSAT score

11.4K

Contacts engaged

3.24%

Revenue contribution

Attribution breakdown

AI Agent	2.46%	₹3.54L
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Broadcast	0.78%	₹56K
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Total attributed revenue

₹4.66L

77.5%

CSAT held at

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 to sales, we automate every customer conversation so your team can focus on growth.

Want results like these?

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

Let's talk

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