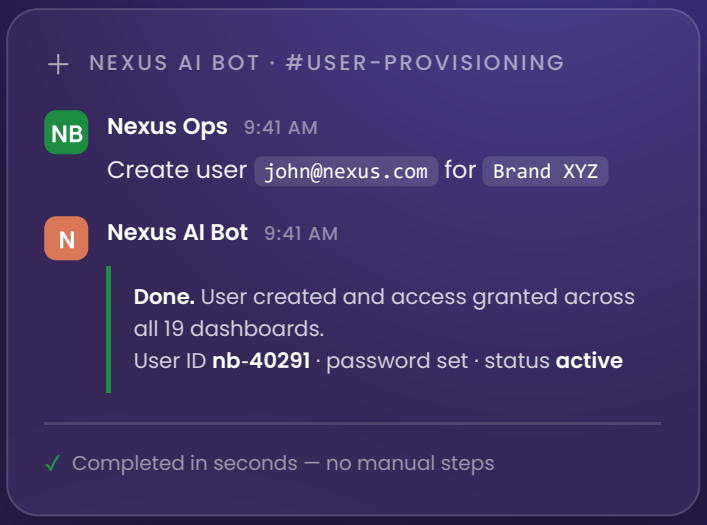
CUSTOMER SUCCESS STORY · 2026

saras × nexus

AI AGENTS FOR E-COMMERCE



From tedious to instant

How Saras activated an AI Colleague for Nexus Brand Group to eliminate 5–10 hours of monthly manual work.

CUSTOMER	SOLUTION	INDUSTRY	YEAR
NEXUS BRAND GROUP	AI SLACK BOT · SARAS	AMAZON AGENCY	2026

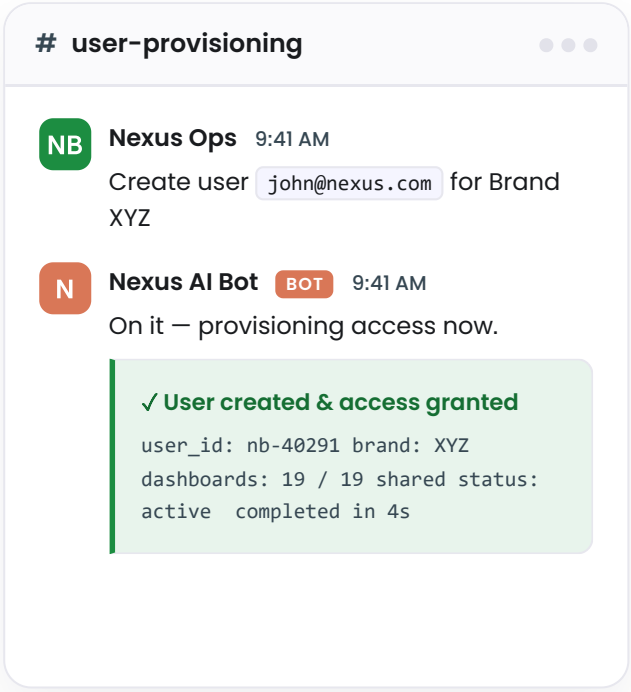
EXECUTIVE SUMMARY

A high-growth Amazon agency turned a no-code backend into an AI colleague that grants access in seconds.

Nexus Brand Group is a high-growth Amazon agency managing **40+ brands across 600+ dashboards**. As the business scaled, a critical bottleneck emerged: every new brand or team member required manual, repetitive work to grant dashboard access.

That work consumed **5–10 hours every month** and left clients waiting up to 24 hours for access. The solution, activated by Saras Analytics, is an AI-powered Slack bot that takes a plain-English instruction and completes the full user-access workflow in seconds.

The result: zero manual access work, zero wait time for clients, and proof that the line between data analyst and AI engineer is a mindset shift, not a hard boundary.



5–10 hrs

Monthly manual work eliminated

analyst capacity reclaimed

Seconds

User access granted

down from a 24-hour wait

Zero

Dependency on the Saras team

access runs without intervention

Company snapshot

COMPANY Nexus Brand Group	INDUSTRY Amazon Agency Services
SCALE 40+ brands · 600+ dashboards	CHALLENGE Manual user management · 24-hr client waits
SOLUTION AI-powered Slack Bot, activated by Saras	BUILT WITH Claude AI · Saras data foundation

01

THE BUSINESS CHALLENGE

A process that nobody should own.

Nexus operates one of the most complex dashboard ecosystems in the Amazon-agency space: a minimum of **19 dashboards per brand** and **20+ internal users** requiring access across all of them. Onboarding a single brand or teammate was a time-consuming, error-prone ordeal. Here is what the process looked like before.

01

New brand onboarded

The team manually selected each dashboard ID and shared access one by one across all internal users, with no automation and no safeguards against mistakes.

02

New team member joined

The same process repeated for every one of the 600+ dashboards, either by hand or via a bulk Excel upload to the backend.

03

Client access requests

Clients submitted tickets and waited up to 24 hours for resolution due to timezone differences — a recurring source of client dissatisfaction.

04

Analyst bandwidth drained

Between 5 and 10 hours of analyst capacity every month were absorbed by work that added no analytical value and could not be learned from.

The problem was never the volume of work. It was that skilled analysts were doing work that should not require a skilled analyst.

THE OPPORTUNITY — RECLAIM THAT BANDWIDTH FOR HIGHER-VALUE DECISIONS

02

THE GAP → THE SOLUTION

A plain-English interface to complex infrastructure.

The Nexus ecosystem ran on a no-code backend platform. Automating the user-management workflow required **API-level integration** — expertise that did not exist on the team. In the past, this would have been a stopping point.

What changed was the rise of large-language-model capability and a deliberate shift in approach. With **Claude AI** as a thinking partner and coding collaborator, the gap between the problem and the solution collapsed entirely. Saras Analytics activated the **Nexus AI Bot**: a Slack-native automation that completes a full user-provisioning workflow in seconds, with no manual steps.

A clear problem, a willingness to explore, and an AI collaborator were enough to build a production-grade automation.

NO PRIOR API ARCHITECTURE REQUIRED

How the bot works — four layers, one instruction

1

Slack receives the prompt

A team member types a plain-English instruction: “Create user john@nexus.com for Brand XYZ.”

INPUT LAYER
Slack Bot

2

Claude AI parses the intent

The instruction is forwarded to Claude, which extracts the structured fields: email, password and brand name.

INTELLIGENCE LAYER
Claude AI

3

The backend API executes

Claude calls the backend API to create the account, assign a secure password and grant access across all relevant dashboards.

EXECUTION LAYER
Backend API

4

Slack confirms the outcome

Claude posts a confirmation back to the channel — user ID, password and access status. The whole process completes in seconds.

CONFIRMATION LAYER
Slack Output

03

FROM DATA ANALYST TO AI ENGINEER

The boundary isn't a hard line. It's a mindset shift.

The Nexus AI Bot is more than a fix for a user-management problem. It is evidence of what becomes possible when a team approaches operational problems with an AI colleague. The team entered this project **without existing API architecture expertise**. What existed was a clear problem, a willingness to explore, and Claude AI as a collaborator — enough to design, build, test and deploy a production-grade automation.

The model Saras is building toward, at scale

THE FOUNDATION

The data foundation provides the intelligence

A governed, well-structured data layer is what makes any automation reliable and safe to act on.

THE INTERFACE

The AI colleague provides the interface

Claude turns plain English into structured backend actions — no dashboard, no form, no training needed.

THE JUDGMENT

The analyst provides the judgment

Framing the right problem and knowing what "correct" looks like remains a uniquely human contribution.

Every Amazon agency managing dashboards at scale faces a version of this problem. The Nexus AI Bot is proof the solution doesn't require a six-month engineering project — it requires the right data foundation, the right AI partner, and the willingness to reframe the problem.

04

BEFORE · AFTER

5–10 hours reclaimed, across every touchpoint.

AREA	BEFORE	AFTER
Client Access	Clients submitted a ticket and waited up to 24 hours for access due to timezone differences.	Clients receive access **instantly**. No ticket, no wait, no dependency on any team member.
Internal Team	5–10 analyst hours per month on manual dashboard-ID selection, bulk uploads and access verification.	**Zero manual steps.** Workflows complete in seconds through a plain-English Slack prompt.
New Brand Onboarding	Each brand required manually selecting and sharing 19+ dashboard IDs across 20+ internal users.	A single prompt provisions a brand's **full access configuration** automatically and instantly.
New Team Member	Adding a teammate meant repeating the process across all 600+ dashboards, by hand or bulk upload.	One instruction creates the account, assigns credentials and grants access — **in one step**.

BEFORE

24 hours
client wait for access

5–10 hrs
analyst time, every month

→

AFTER

Seconds
access granted, end to end

Zero hrs
manual work for the team

05

WHAT THE TEAM DOES INSTEAD · KEY TAKEAWAYS

The reclaimed time isn't the headline — what it's freed for is.

For Nexus, the freed analyst capacity now flows toward **business analysis, insight generation and brand-level decision support**. Access management no longer competes with those priorities.

The broader lesson for any agency or operator: the problems that consume analyst time and deliver no analytical return are the right starting point for AI activation. The infrastructure investment has already been made — the AI colleague is ready to be put to work.

A 5–10 hour monthly reclaim is meaningful alone. Across 40+ brands with ongoing onboarding, it is a structural shift in how capacity is allocated.

Key takeaways for operations & agency leaders

01

Manual access workflows are AI-ready problems.

Any recurring process that manages permissions, onboards users or triggers backend actions is a strong candidate for AI activation.

02

Plain English is a production interface.

The bot translates natural-language instructions into backend API calls. No dashboard, no form, no end-user training.

03

Analyst roles are expanding, not shrinking.

Built without prior API expertise — the AI colleague is the technical bridge; the analyst provides framing and judgment.

04

Speed compounds over time.

Across a portfolio of 40+ brands with continuous onboarding, the monthly reclaim becomes a structural advantage.

THANK YOU

Ready to activate your AI colleague?

Saras Analytics builds the data foundation and activates the AI layer for Amazon brands and agencies ready to scale. Talk to one of our data consultants about putting an AI colleague to work on the problems that drain your team.

Talk to a data consultant →

WEBSITE

sarasanalytics.com

TALK TO AN EXPERT

/talk-to-data-consultants

IN THIS STORY

AI Slack Bot · Built with Claude