

AI-Readiness Foundations for eCommerce

The 5 Pillars Trodo Built Before Deploying AI
in Customer Service



Premier
Partner



redk

Before AI, Trodo designed the foundations for automation

This guide distils the foundations Trodo put in place before automating customer service: knowledge, data, governance, intent logic and human escalation.



40%

of approximately 40,000 monthly enquiries resolved automatically

4 months

invested in designing and building the operational foundations that support and maximise AI capabilities

5

Built AI readiness foundations to ensure success before rollout

AI Readiness Assessment

Use these five foundations to assess readiness to maximize the value derived from AI-driven automation in customer service.



01

Knowledge Operations

Structured, current knowledge operation cycles that AI can parse accurately.

02

Transactional Data Quality

Clean data and reliable customer, product and order information to enable AI automation.

03

Governance Framework

Clear scope, business objective alignment, policies, risk and success criteria.

04

Intent Classification

Mapped request types and triage based on intent, sentiment and routing.

05

AI-to-Human Escalation

Clear handoff protocol with context for AI and human agents.

01 Knowledge Operations

Do you manage knowledge cycles in a structured model to deliver up-to-date, accurate and in-context articles for AI and humans to use?

SELF-ASSESSMENT

- Articles are written in a format AI can parse and surface accurately
- A defined chain of ownership is in place for knowledge content
- There is a review cycle and cadence to keep content current



Why it matters

“Knowledge management is a core AI capability. If knowledge is not properly managed, the results will be unexpected or wrong.”

Recommended action

Conduct a knowledge operations audit. Identify gaps, inconsistencies and outdated content. Assign ownership and establish ongoing governance.

02 Data Quality

Can your systems reliably match customer queries to the correct account, product, transaction or service record?

SELF-ASSESSMENT

- ➔ Customer and transactional data is clean, structured and reliable.
- ➔ Duplicate records, missing fields and naming issues are visible and managed
- ➔ Data governance processes maintain quality over time



Why it matters

Trodo manages over 2 million product SKUs across 150+ countries in more than 15 languages . Without clean structured data, AI would produce irrelevant responses at scale.

Recommended action

Run a data quality assessment across core product or service records. Prioritise data sets most frequently referenced by customers.

03 Governance Framework

Have you defined clear goals, boundaries and exception-handling rules for AI?

SELF-ASSESSMENT

- Success criteria are defined for the AI initiatives
- Clear risks, policies and exception rules are documented
- A governance owner or body monitors AI performance and compliance



Why it matters

Governance ensures AI operates within defined boundaries and that agents know when and how to intervene.

Recommended action

Document automation scope, success metrics and escalation framework before deployment. Review governance quarterly as the programme matures.

04 Intent Classification Logic

Draw clear guidelines for what should be automated interactions vs human-required interactions.

SELF-ASSESSMENT

- Top customer request types are mapped by segment and complexity
- Low-tier / automatable interactions are clearly defined
- Classification (Triage) logic is documented, tested and regularly reviewed



Why it matters

A significant proportion of Trodo's monthly requests were one-touch resolutions. Accurate intent classification unlocked efficiencies across service cycles.

Recommended action

Analyse the last 90 days of customer interactions. Categorise by intent, customer segment, complexity and resolution type to define automation scope.

05 AI/Human Collaboration

Is there a clear handoff protocol between AI and human agents?

SELF-ASSESSMENT

- Collaboration conditions are defined before go-live, i.e. conversation handoff
- Agents receive ticket summaries, interaction history and AI suggestions
- Escalation thresholds are reviewed and refined based on performance data



Why it matters

Automation handles volume. Human agents handle complexity. The handoff between the two is where customer experience is won or lost.

Recommended action

Design trigger conditions, context-passing requirements and agent tooling. Review risks as well as escalation data monthly and refine thresholds.



Why most AI deployments fail before they start

The root cause is rarely the AI platform itself. It is the absence of operational foundations that create a cohesive framework to allow AI to function reliably at scale.



01

Structured Knowledge Operations

LLM powered AI systems need reliable knowledge to generate reliable answers and actions.

02

Incomplete results

Badly designed automation over-reaches, under-delivers or creates friction.

03

Foundational gaps

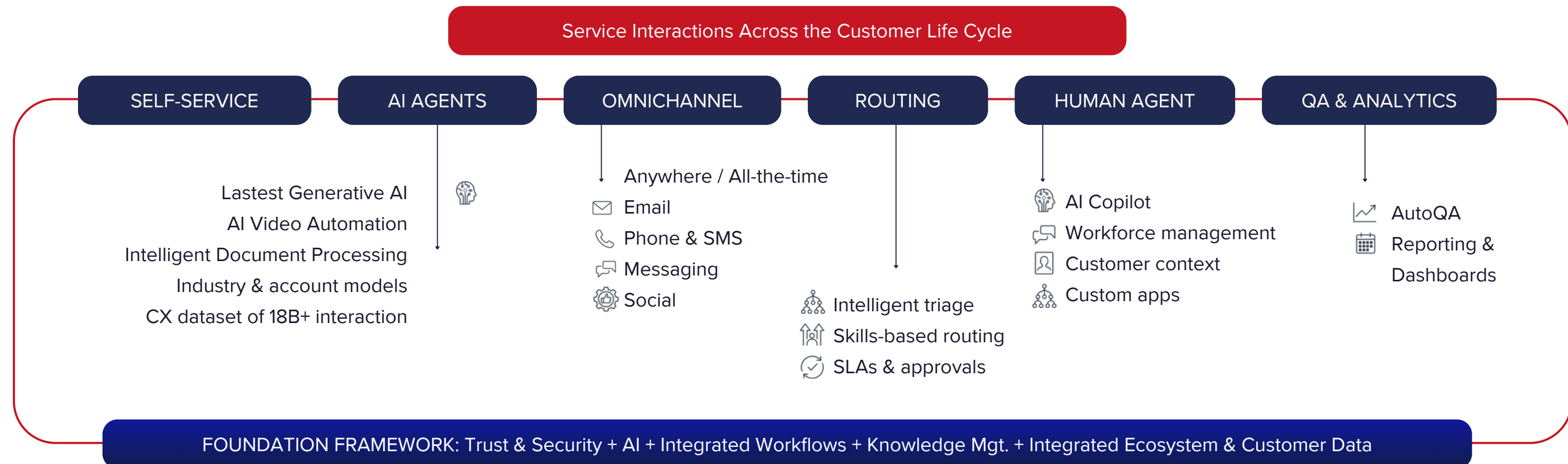
Data, knowledge, governance and triage models are not ready. Orgs rely purely on the chatbot.

Before AI, build the operating system for automation

Most organisations begin with work to do in at least two or three foundations. The good news: these foundations are buildable.

In an AI readiness discovery call, redk will:

- Review your technology stack, data and integration landscape
- Assess readiness across the five foundations
- Identify highest-impact automation opportunities
- Outline a structured path from assessment to deployment





Zendesk for Retail & eCommerce

Zendesk brings AI agents, copilots and intelligent workflows together so service teams can resolve shopper needs faster, reduce repeat contacts and build loyalty across the customer journey.



I need to make a return on my order #44433

Welcome back Bo, which items would you like to return?



Order details

API

Order #12345 Unfulfilled

Customer

Bo Anderson

Ordered items



Automate high-volume retail enquiries

Resolve WISMO, returns, exchanges and inventory checks automatically.

Solve up to 80% of service requests automatically

AI agents act using your policies, data and workflows, then hand off when needed.

Guide teams with full shopper context

Copilot guides the agent's history and delivers AI-powered next-best actions.

Connect to all your retail and back end systems

Integrates with eCommerce, OMS, loyalty and fulfilment platforms.

Protect revenue in key moments

Save the sale through integrating smarter returns, exchanges and faster support.

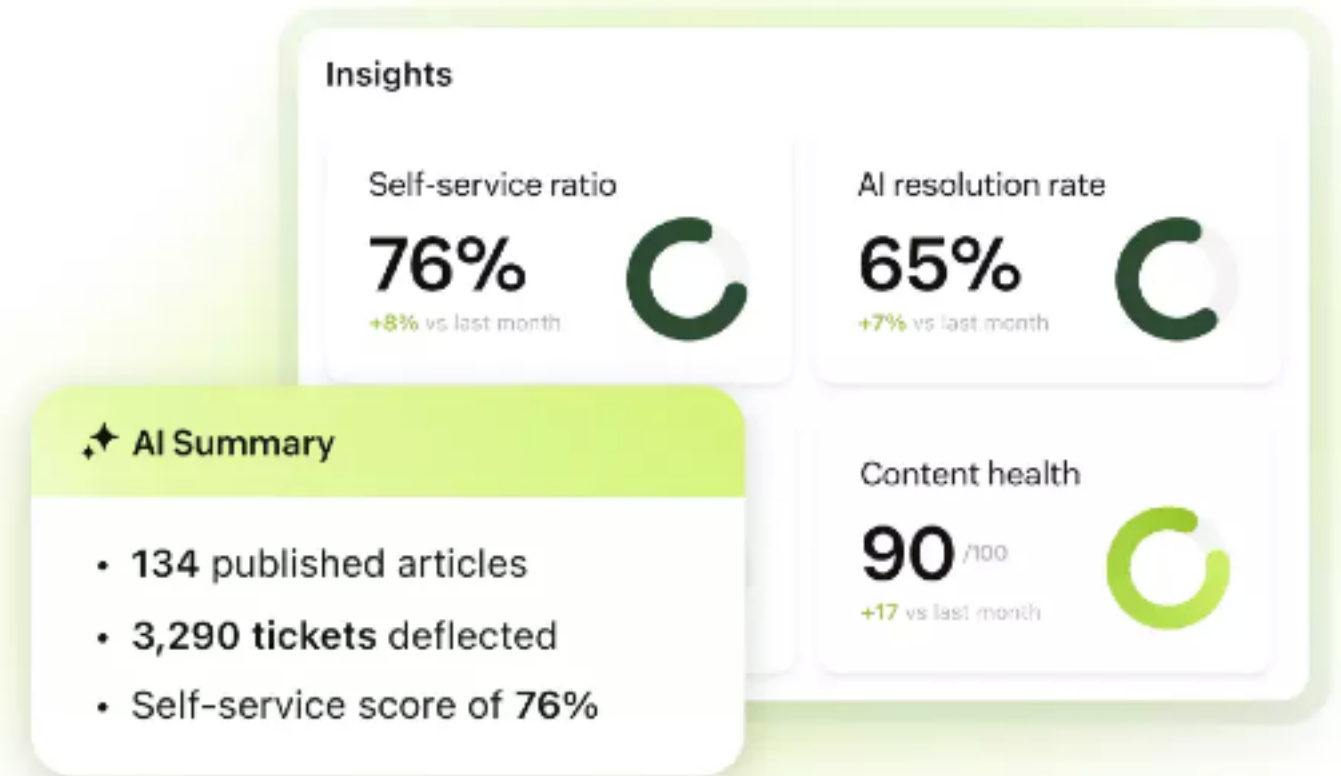
Empower your retail teams behind the scenes

Quality assurance and integrated analytics help you optimise service ops.



About Zendesk for Retail & eCommerce

Zendesk brings AI agents, copilots and intelligent workflows together so service teams can resolve shopper needs faster, reduce repeat contacts and build loyalty across the customer journey.



NOBULL

50% AI resolution rate in chat
91% AI agent CSAT

NEXT

66% one-touch resolution rate
92% decrease in email average
handling time

LUSH

£434k annual cost savings
82% one-touch resolution



redk drives your AI initiatives to success

We are a technology expert focusing on customer experience and CRM. We understand AI initiatives are business projects, where technology plays an enablement role, but our focus is to understand your business challenges and objectives.

400+ Projects

Deep expertise gained through over 400 CRM and CX projects delivered

20+ years

Delivering CRM technology successfully across many industries



Transform your service ops and drive AI adoption with redk

Our Approach

Assessment & Roadmap

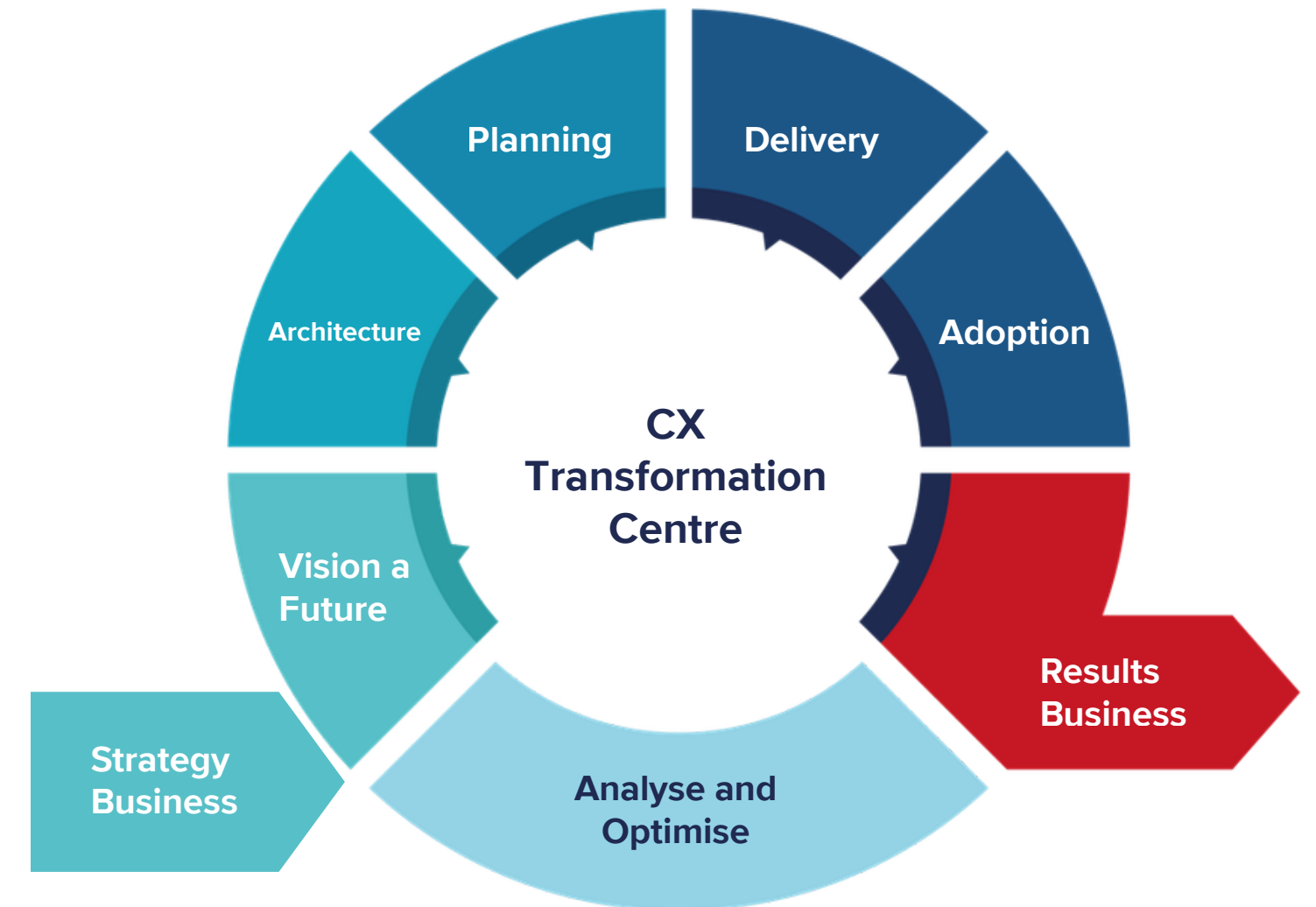
We start with a deep-dive assessment of your current CX setup, identifying urgent needs and building a roadmap for short-term wins and long-term transformation.

Dedicated Team

You get a dedicated customer experience consulting team, acting as an extension of your team for operational delivery, support and strategic guidance

Continuous Improvement

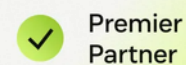
Our agile delivery model ensures ongoing optimization, with measurable outcomes and transparent reporting.



Is your organisation ready to deploy AI?

Build the right foundations first.
Then scale automation with confidence.

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Get further, together



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