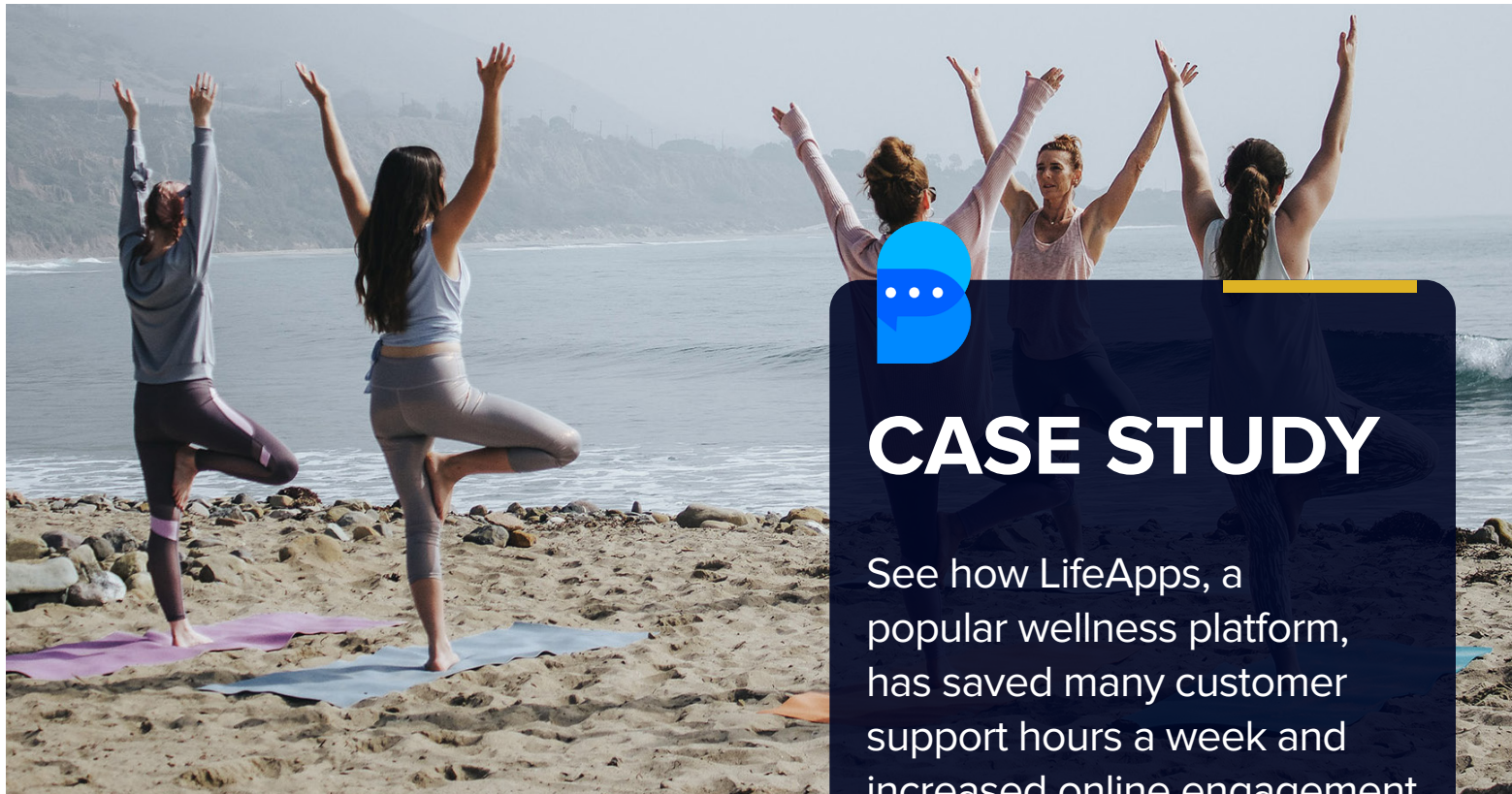




CASE STUDY

See how LifeApps, a popular wellness platform, has saved many customer support hours a week and increased online engagement.

The Company

LifeApps, a division of Lifeomic, is a wellness platform that empowers individuals to take control of their health. LifeApps has built a set of applications that allow individuals to track their eating habits, set objectives, and ultimately live healthier lives. With over four million downloads around the world, this startup is growing quickly, which means their support demand has also gone through the roof.

Their Challenges & Needs

Because of the nature of their product, health & wellness, the support team at LifeApps gets hundreds of emails, comments, and DMs a day asking various, often repetitive, questions like, “Will drinking coffee break my fast?” and “What should I do to prevent alzheimers?” In response to this, LifeApps has over time created a robust blog and whitepaper resource that covers a variety of topics that relate to health. Although many of their users appreciate this content and take advantage of the access, many others prefer a more direct approach to getting answers to their questions.



Give users a second place to find answers to their questions, while still offering human-like interaction



Increase users' awareness of health-related information, following their company values



Decrease workload for the support team



“

Bavard's chatbot has made our lives so much easier.”

The Solution

LifeApps decided to use Bavard's sophisticated, AI-powered chatbot to increase customer engagement and awareness, improve the customer's overall experience, and reduce workload for support staff. They used the content they already had on-hand to fuel the training data that went into their chatbot, giving it the ability to solve users' queries on its own. Implementation was simple, with an easy WordPress plugin that allowed them to deploy their chatbot in seconds. Maintenance has been supported by the Bavard team, with daily check-ins of all bot data and interactions, seamlessly improving bot accuracy and feel.

The Results: Users can now quickly get the answers they need and online engagements have increased

LifeApps users can now quickly get to the resources and answers they need without having to wait in a queue to talk to a live agent, or read through dozens of blog posts they don't have time for. They can now ask questions like, "How do I use this feature on the app?" and get directed to the right instruction list. They can ask, "What is autophagy?" and get an answer telling them that autophagy is the natural recycling of old senescent cells. This has saved many hours a week for the customer support team and ultimately resulted in more conversations and engagements online. A more educated LifeApps user is a healthier user, which is a win win for LifeApps.

2+

hours a
day saved

The chatbot has been able to quickly reply to the repetitive inquiries allowing their team to focus on more personalized and complex interactions.

100s

automated
interactions
per week

They have seen a significant boost in successful, automated customer engagement since implementing the chatbot on their site. Users have been able to self-serve quickly.

5%

increase in
app downloads

The bot is able to help users in their journey to downloading the apps, and later helps them learn how to use each one.