Case Study: Improving Post-Purchase Support and Experience in E-commerce

Client Overview

An e-commerce brand was witnessing a growing number of customer complaints after checkout. While the online shopping journey was optimized, post-purchase issues; such as refund delays, unclear return processes, and delivery status queries were increasing support volume and causing dissatisfaction. The team needed a way to understand what was driving repeated queries and where support quality was slipping.

Challenges

- **High volume of similar support tickets** related to returns, refunds, and order tracking.

- **Delayed resolutions** due to repetitive manual handling of common queries.

- **Lack of visibility** into what customers were actually unhappy about post-purchase.

- **No structured quality tracking** of chat or ticket responses across agents.

Solution

Inteliconvo's platform was implemented to analyze customer interactions directly from the website's chat logs and support tickets. The goal was to uncover recurring friction points, monitor sentiment trends, and highlight improvement areas in support handling.

Inputs Provided by the Client:

- Live chat transcripts from the website

- Email-based support tickets

- Internal tagging formats for customer issues

- Historical customer complaints related to delivery, returns, and refunds

Objectives:

- Identify the most frequent post-purchase concerns

- Detect sentiment patterns and frustration triggers

- Surface areas where responses were delayed or unclear

- Generate actionable recommendations to improve support content and processes

What inteliconvo Delivered

1. **Query Pattern Analysis**: Clustering of common queries around order status, return window, and refund timelines.

2. **Sentiment Mapping**: Detection of negative sentiment trends linked to specific topics (e.g., courier delays, unclear refund policy).

3. **Insight Reports**: Weekly summaries outlining major issues, response gaps, and suggested improvements.

Implementation

- Integration of website chat and support ticket data

- Initial analysis and baseline sentiment/issue mapping

- Regular delivery of insights and improvement suggestions

No workflow changes or customer-facing tools were needed, inteliconvo worked entirely in the background using existing data streams.

Results

- **42% drop in repeat queries** on refund and return-related topics after clarifying support responses and website FAQs.

- **Faster ticket resolutions** due to identification of repetitive concerns and guided response formats.

- **Consistent support quality** with reduced variability in agent replies.

- **Clear internal visibility** into which post-purchase issues drove the most dissatisfaction.

Conclusion

By using inteliconvo to analyze support chats and tickets, the brand gained a clear understanding of what was affecting their customer experience after checkout. The team was able to address recurring issues, improve resolution speed, and deliver more consistent responses, leading to better customer satisfaction and lower support burden.

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