

AI Automation Use Cases

AI Voice Agents for Ecommerce Support

Challenge

Ecommerce support teams are often overwhelmed by high call volumes, repetitive order queries, returns management, and cart abandonment follow-ups. These pressures are particularly acute during seasonal peaks or when resources are stretched, leading to rising costs, slower response times, and inconsistent customer service.

Solution

Anicca designs and deploys branded AI Voice Agents and Chatbots that deliver natural language customer support 24/7 — even outside standard operating hours.

Our agents integrate seamlessly with your ecommerce platforms, courier tracking systems, and CRM via API integrations, enabling real-time support for orders, returns, and product queries.

Built on advanced voice recognition and text-to-speech LLM models, they automate routine enquiries while maintaining a human-like, on-brand experience. Handover to live agents is available whenever complex support is required.

Key Benefits

- ✔ Automatically handles over 65% of inbound customer queries
- ✔ Provides 24/7 voice-based support, aligned with your brand tone and sentiment detection
- ✔ Delivers real-time order updates, return initiations, and stock availability checks
- ✔ Seamlessly escalates to human support with callback and live handover options
- ✔ Reduces pressure on internal teams while enhancing customer experience (CX)

Core Capabilities

a) Voice Agent

- Automates FAQs, shipping updates, product enquiries, and returns initiation.
- Provides sentiment-aware responses with seamless handover to live agents.
- Accesses real-time data from your ecommerce platform (orders, stock) and courier tracking systems.
- Operates on a secure, GDPR-compliant voice infrastructure with a fully customisable persona.
- Includes integrated call tracking, logging, and reporting via Supabase and High Level CRM.

b) Live Chat Widget (Text Agent)

- Delivers the same use cases as Voice Agent, via an on-site live chat interface.
- Supports chat-to-email and CRM handover for smooth case management.
- Offers a smart embedded return form for manual review and processing.

 ECOMMERCE
PLATFORM

 COURIER
TRACKING



 CRM /
SUPABASE

 DATA
REPORTING



Anicca Can Help You Develop Voice Agents & Chatbots

The Development Process

Phase 1 Setup Includes

- Agent persona design (voice, tone, and brand alignment workshops).
- API integrations into ecommerce platforms, courier tracking, and internal product/order databases.
- Building a RAG knowledge base from FAQs, returns policies, and product data.
- Testing, refinement, and launch supported by a live tracking dashboard.

Phase 2 Potential Add-ons

- Integration with other apps (WhatsApp, Facebook Messenger, and Instagram etc).
- Multi-language support and AI voice cloning for personalised experiences.
- Visual product carousels and proactive customer messaging.
- Advanced reporting and analytics dashboards for ongoing optimisation.



1. DISCOVERY & PLANNING



2. SOLUTION DESIGN & PERSONA BUILDING



3. DEVELOPMENT & INTEGRATION



4. DEPLOYMENT & QA



5. ONGOING OPTIMISATION & REPORTING

About Anicca AI & Automation

Anicca AI & Automation is a division of **Anicca Digital**, a UK-based digital marketing agency with over 18 years' experience across ecommerce, lead generation, and B2B sectors. We specialise in delivering complex, bespoke Voice Agents and Chatbots for ecommerce businesses, combining deep expertise in AI automation with real-world ecommerce operations.

Client Success

"The research and development process for our Voice Agent and Chatbot was extremely thorough. Anicca ran a series of workshops with our marketing, customer service, and IT teams, taking into account our complex requirements — including multiple customer types and different courier integrations.

We are now preparing to launch 'Charlie', with final details such as finalising the choice of voice persona. We are excited about the potential impact and expect 'Charlie' to significantly enhance our customer service — extending opening hours, improving efficiency, and handling routine WISMO ("Where Is My Order") queries more effectively."

Andrew Steel

Ecommerce Director - Charles Bentley

Find Out If You Qualify for a Free AI Adoption Discovery Audit

We're offering a limited number of **Free AI Discovery Audits** to ecommerce businesses planning to invest **£10,000 or more in AI implementation projects**.

Take the first step towards transforming your marketing and customer service operations with expert guidance from our AI specialists.

