



Client: Xyngular



Name of Chatbot: Xander



Area of Focus: Health and Wellness, Customer Engagement

Xyngular is a health and wellness company dedicated to providing its members and resellers a way to earn extra income while improving their overall health.

What was the challenge Xyngular faced?

Xyngular provides a weight loss program that is proven to work—but only if users follow program instructions. The program includes a routine to take products throughout the day as well as complying to healthy dietary restrictions. The rigor of the program, while very effective, can be challenging for some to follow through with the program or keep track of program requirements.

What was the goal of the chatbot, Xander?

The goal was to increase compliance to the program so that more people enjoyed the expected results, as well as to make the program more convenient overall for customers. It was also designed to reduce the time spent by sales leaders and customer service employees answering questions and explaining the program to customers.



What was Xander like and how did “he” work?

Xander is the perfect companion to Xyngular’s 30-day Ignite weight-loss program. Xander explains the products users have received, gives meal advice, and most importantly, assists users in consuming Xyngular products correctly and on time to enjoy the best results. Xander is smart and witty, often cracking jokes and helping users enjoy the program even more. Users can also ask questions about the program and what foods they should eat, among other things.

“

... exceeded our expectations and made an incredible impact on our business.

Steve Elder, COO

”

60% Overall Response Rate

72% Power User Rate

4.5 / 5 User Satisfaction Rating

What were the results?

Since launch in September 2016, tens of thousands of people have used Xander. Xander has an overall response rate of just over 60%, with a whopping 72% of users enjoying power user status!

Users report a satisfaction rating of 4.5 out of 5 when asked how helpful Xander was for them throughout the program and Xander has been able to save Xyngular countless hours in customer service costs by automatically answering tens of thousands of customer questions.

Both customer service and field sales leaders have given feedback that Xander has saved them time and improved the business, and Xander has been part of a period of rapid growth for the company.