

Case Study: AI Customer Support Automation for E-commerce

CANDIDATE

Daniel Esteves

Performance Marketing & E-commerce Growth Specialist

LinkedIn: www.linkedin.com/in/daniel-esteves-ecom

SUMMARY

Built an AI-powered customer service system for an e-commerce operation to support lead qualification, customer handoff, personalized communication, and post-sale issue resolution.

CONTEXT

As the e-commerce operation grew, customer support became a bottleneck. More traffic and more orders created more questions, more post-sale requests, and more repetitive conversations.

The goal was to scale customer communication without depending only on additional headcount.

THE PROBLEM

The business needed a system that could:

- Qualify leads automatically.
- Understand customer intent.
- Route conversations to the right human team member when needed.
- Send personalized images and audio messages.
- Help resolve post-sale conflicts.
- Reduce repetitive manual support work.
- Improve response speed and customer experience.

WHAT I BUILT

I developed an AI-powered virtual agent for Aurum from scratch.

The system was designed to:

- Qualify leads before human intervention.
- Identify when a conversation needed human support.
- Perform intelligent handoff to the team.
- Send personalized images and audio messages.
- Assist with post-sale questions and conflict resolution.
- Keep the customer experience more consistent as order volume increased.

TOOLS AND CAPABILITIES

Tools and platforms used across my e-commerce and automation work include:

- ManyChat.
- OpenClaw.
- AI tools for workflow design and customer interaction.
- E-commerce tools such as Shopify, Nuvemshop, GA4, and Tiny.

BUSINESS IMPACT

The system helped reduce customer service bottlenecks and made it easier to scale customer communication without adding operational complexity.

It also connected growth and customer experience: paid media can generate demand, but automation helps the business respond faster, qualify better, and avoid losing potential buyers in repetitive support flows.

WHY THIS MATTERS FOR US E-COMMERCE TEAMS

Many e-commerce brands invest heavily in paid acquisition, but lose efficiency after the click because support, lead qualification, and post-sale workflows are still manual.

This case shows how I combine performance marketing and automation to support the full growth system, not only ad campaigns.

BEST FIT

I am a strong fit for teams that need help with:

- AI customer support automation.
- Lead qualification workflows.
- Paid media plus automation.
- E-commerce customer experience.
- Post-sale support workflows.
- Human handoff logic.
- Growth operations for lean teams.

SHORT PITCH

I help e-commerce brands grow with paid media and automation systems that improve acquisition, customer experience, and operational efficiency.