

CUSTOMER STORY: RIO

SCALABLE PRODUCT LAUNCH WITH AI CX SUPPORT

How Rio nailed their Kickstarter Campaign using
Crescendo's AI CX Support.

CRESCENDO



CHALLENGE

Big ambitions, with a limited budget

Rio, an ambitious consumer electronics startup, was gearing up for a Kickstarter launch of their new product. They knew that a successful launch hinged on delivering exceptional customer support. But building an in-house support team and investing in complex technology infrastructure was simply not feasible for their budget and stage of growth.

SOLUTION

Finding the ideal partner

Crescendo emerged as the perfect partner, offering a comprehensive and scalable solution tailored to Rio's needs. In just one week after signing the contract, Crescendo had a prototype ready. After a few weeks of rigorous testing, Rio was confident and prepared to go live with the service. This rapid deployment ensured a smooth and timely transition for Rio's Kickstarter campaign.

Crescendo's AI-powered CX Assistant is designed to handle a wide range of customer inquiries: from pre-sales questions to technical troubleshooting. This allowed Rio to focus on their core competencies: product development, marketing, and fulfillment.

Crescendo's proactive approach extended to collaborating with Rio to develop a comprehensive knowledge base for their product, further enhancing the efficiency and effectiveness of their customer support.

RIO RESULTS

Crescendo's AI-powered contact center not only gave Rio a seamless customer support experience during their Kickstarter launch — they set the stage for effortless integration with their future Shopify store and saved an estimated \$10,000 per month in staffing and technology costs.

+60%

Containment rate for
post-purchase support

+90%

Containment rate for
pre-sales conversations

\$10,000

Estimated cost savings
per month

Crescendo had just the
technology we needed.
They were incredibly
responsive and collaborative.
They didn't just provide a
service, they became an
extension of our team.

Zach Austin
COO and Co-Founder, Rio

IMPACT

Rio's Kickstarter campaign was a big success, hitting far beyond their funding goals and generating significant buzz for their product. Crescendo's CX Assistant played a pivotal role in this success, handling thousands of customer interactions with a +90% containment rate for pre- sales conversations and an initial +60% containment rate for post- purchase support.

This not only ensured a positive customer experience, but also provided Rio with valuable insights through VoC/CSAT data, conversation transcripts, conversation summaries, and CSAT scores for all handled conversations.

But Crescendo's impact didn't stop there. As Rio transitioned from Kickstarter to an ongoing business model on Shopify, Crescendo was already one step ahead, developing a Shopify integration to automate new CX use cases such as shipping status and product return inquiries. This forward-thinking approach ensured that Rio's customer support would continue to be a competitive advantage as they grew and evolved — including big plans to go retail in the US and globally.

