



FullCircle

Making life easier

Conclusion

After experiencing the customer journey as customers ourselves, we came away with a deeper appreciation for the opportunities your team shared during our conversations. Many of the patterns we observed independently align exactly with the challenges you've identified yourself.

The encouraging part is that many of these opportunities can be addressed without too much effort. Below is a summary of quick wins for you:

Quick wins available for Mateina:

Quick wins in Customer Experience

1. **True Self-Service:** Enable customers to independently manage pre and post purchase requests without any fuss or distractions
2. **Accurate AI Answers:** Provide reliable answers to high impact customer questions without hallucinations.
3. **24/7 Customer Coverage:** Continue serving customers even when the team is offline.
4. **One Unified Customer Hub:** Bring orders, subscriptions, AI, and support into a single view for your customer

Quick wins in Revenue & Growth

5. **Increase Post Purchase Revenue:** Drive an additional \$7,000–\$19,000+ per month, minimum, through personalized upsells, cross-sells, checkouts, and subscription edits.
6. **Address Validation AI:** Recover lost revenue from address errors with AI-powered address validation without spending extra on any new AI products—all covered inside FullCircle AI
7. **Faster Support:** Reduce larger support requests from 3+ days to instant self-service or ~6 minute email replies with FullCircle Email AI.

Quick wins in robust AI

8. **Brand Voice Control:** Keep complete control of AI tone and customer replies without retraining any human agents.
9. **Low Effort AI Deployment:** Implement AI with little to no setup effort. Use templates where you don't want to start from scratch. Sit back and let the FullCircle team do the heavy lifting.
10. **No Ongoing AI Maintenance:** Simply update your website or policies. FullCircle automatically keeps the AI in sync, eliminating the need to manually update prompts or knowledge bases.

FullCircle Products: An overview

FullCircle offers a range of products that cover the entire customer journey, from pre-purchase through post-purchase, with the goal of: (1) preventing support tickets before they happen, (2) enabling delightful customer experiences, and (3) increasing revenue through personalized upsells, cross-sells, subscription expansion, & add to order opportunities.

- **AI Powered Chat Product:** Answers customer questions across your website while guiding shoppers toward the right products to increase growth without additional ad spend. Bringing subscriptions, order edits, and AI answers in one central hub.
- **FullCircle Order Editing Management Product:** Enables customers to update eligible orders and subscriptions in one place without even contacting support, immediately post-checkout
- **PDP Product AI:** Product specific AI that answers questions directly on product pages to increase purchase confidence and conversion.
- **Anywhere Links:** Bring your AI conversations into social media, emails, SMS, QR codes, and any other customer touchpoint with a single Anywhere-link unique to Mateina.
- **Personalized & Educational Emails Product:** Deliver AI powered educational content tailored to each customer's products, purchase history, and journey with you.
- **AI Powered SMS:** Engage with personalized SMS messages based on each customer's products, purchase history, lifecycle, and real time behavior.
- **FullCircle Human-AI Copilot:** AI assistant that helps CX agents draft replies, take approved actions, and resolve issues 20x faster- in a tone you can pre-approve & edit anytime.
- **FullCircle Email AI:** Responds to simple and complex customer emails autonomously in under 6 minutes.
- **AI Powered Customer HQ Portal:** A modern self-service experience for subscriptions, orders, AI support, and account management that replaces the legacy Recharge customer portal.
- **Ask Your Dashboard:** Chat with customer support metrics, trends, operational insights, and AI generated recommendations using natural language.

Each FullCircle product is designed to work seamlessly with the others, allowing you to introduce new capabilities over time without creating disconnected customer experiences. Instead of stitching together multiple vendors, portals, AI tools, and customer touchpoints, your team owns one unified customer journey from pre purchase through post purchase

Our Product Recommendation for Mateina

Based on the findings from this audit, your existing customer journey, and the size of your team, we'll come ready to recommend which FullCircle products we believe are worth evaluating first, along with the products we do **not** recommend at this stage. Our goal is to keep the evaluation focused on the areas we believe will create the greatest impact while avoiding unnecessary complexity.

How FullCircle is Different

FullCircle does the AI heavy lifting

Unlike other AI companies, FullCircle provides pre-built templates, completes setup with your team, automatically picks up changes to your website, and eliminates the need to manually maintain prompts or knowledge bases.

FullCircle grows revenue in non-sales-y ways

Unlike other AI companies, FullCircle creates new revenue opportunities through personalized product recommendations, intelligent cross-sells, upsells, subscription expansion, add to order opportunities, and other high engagement moments throughout the customer journey, all without increasing ad spend or relying on pushy sales tactics.

Pricing that rewards Prevention– Not More Tickets

Unlike other AI companies that charge based on ticket volume or AI resolutions, FullCircle is incentivized to reduce support requests through better self-service, more accurate AI, and a better customer experience.

Your FullCircle Journey so far & Next Steps

To keep your FullCircle journey process simple, we recommend progressing one step at a time.

Touchpoint 1: Introductions (15 min)

A brief overview of FullCircle, our approach, and an opportunity to answer any initial questions.

Touchpoint 2: Audit: Detailed discussion of your pain points (30 min)

A walkthrough of this audit, joint findings, which products we recommend for Mateína, as well as the products we do **not** recommend based on your current needs. We also discuss key stakeholders, and any questions top of mind for both teams.

Touchpoint 3: Product Walkthrough & commercials (35 min)

A detailed walkthrough of the recommended FullCircle products, how they fit into your existing customer journey, and dedicated time for operational and commercial items.

As each step is completed, the next 3 recommended steps are shared with your team.