



FullCircle

Making life easier

Below is a walkthrough of our experience, including observations from each stage of the Mateína customer journey.

Pre-checkout experience

Protecting the exclusivity of discount codes

1. Before purchasing, we researched Mateína online much like a first-time customer would. During that process, we were able to find a community-exclusive discount code ("MATEFAM") by searching Google (screenshot). While this helped us save on our purchase, it also highlighted an opportunity to preserve exclusive offers.

AI Overview

You can currently save **20%** on your entire Mateina order online using the promo code **MATEFAM** or **6AMCLUB20** at checkout. Alternatively, if you are a first-time buyer looking to try their lineup, you can grab the **Zero Sugar Yerba Mate Sampler Pack** which includes free shipping.

If you want, tell me:



1

Delivery & Satisfaction Guarantee
\$1.99

GSP-199
60-Day Subscription
[Remove](#)



1

Lemon Original
~~\$39.00~~

60-Day Subscription
 **STACK & SAVE (2JSZP-0)** (-\$2.73)
\$36.27

Apply

 **MATEFAM** 

Subtotal · 2 items
\$38.26

Order discount
– \$5.44

 **MATEFAM**

Shipping 

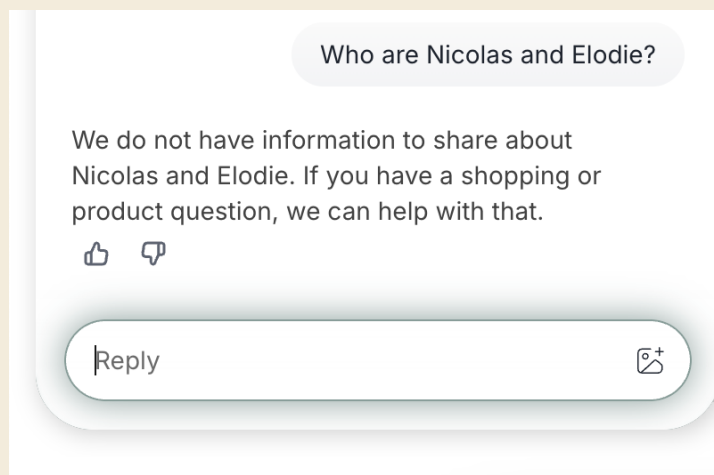
Enter shipping address

Total
USD **\$32.82**

 **TOTAL SAVINGS \$8.17**

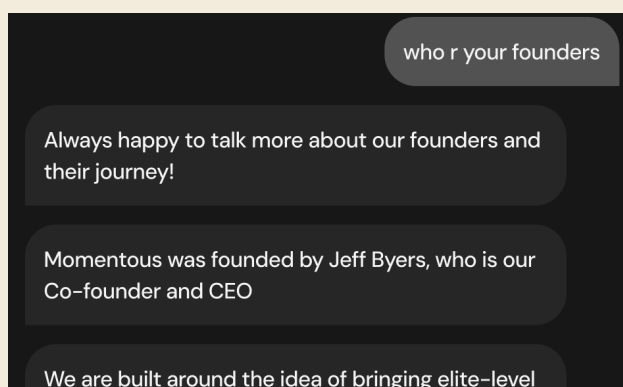
This order has a recurring charge for multiple items.

2. We also had to google most questions about Mateína vs. using the Gorgias AI chatbot. For example, the Gorgias AI chatbot did not seem to have any information about the founders of Mateína, even after asking the question a few different ways, so we had to go to google for these answers, where customers are likely to also be recommended Mateína's competitors. We now understand your frustration with Gorgias AI even better.



Insight: Every unanswered customer question can lose the attention you've worked hard to capture. Once customers get lost in searching for an answer, they're often introduced to competitors, extra info, and alternative products at the exact moment they may be trying to make a purchase decision. Source: Mckinsey survey 2026

FullCircle before-and-after: Unlike other AI companies, FullCircle is able to answer questions about your company with information available across your website– not just your helpdesk articles– accurately, every single time. This prevents your customers from having to go elsewhere for answers. Where you control the turf!



Screenshot from: FullCircle CX Agentic portal

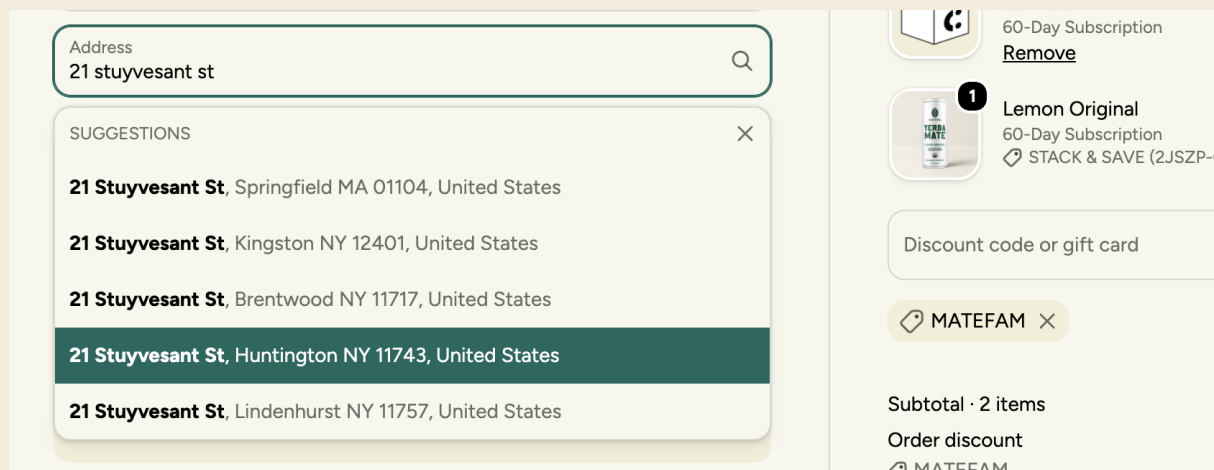
Pro tips:

1. Tone & reply cadence used by FullCircle are customizable.
2. FullCircle offers pre-made templates so that you don't have to write tone-prompts from scratch. Unlike other AI companies who may leave you alone with setup, we complete your setup with you
3. Unlike other AI companies, FullCircle automatically picks up any edits on your website, so you never have to manually update your AI
4. Unlike other AI companies, even with half written sentences, FullCircle AI is fast, accurate, and well-informed. A FullCircle screenshot of this exact query, from a brand similar to yours in some ways, below.

Checkout experience

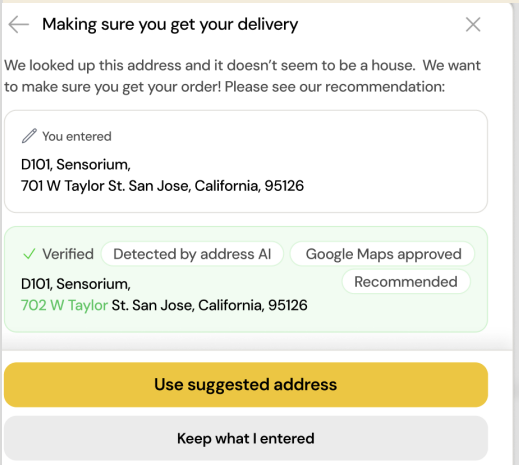
The checkout experience with Mateína was quite straightforward. We were reminded of the moments of friction you mentioned during our chat, since we also experienced them. We can understand now, more deeply, what your needs are. Our full highlights below:

1. One moment of friction occurred during address validation, where selecting our address was not showing up as an option. Our address is 21 Stuyvesant St, Manhattan, NY, NY, 10003, which did not show up even on multiple attempts:



Insight: Address entry issues are one of the highest-friction moments in ecommerce checkout. Industry studies estimate that **17–32% of checkout errors** are related to address validation & entry mistakes: leading to abandoned carts, revenue lost to failed deliveries, or avoidable customer support requests. Source: McKinsey survey 2026

FullCircle before-and-after: Unlike other AI companies, FullCircle’s advanced Address AI could kick in here for Mateína at no additional cost, which would meaningfully grow Mateína’s revenue and slash address-issue related customer tickets– without any extra effort for your team. A live screenshot from a FullCircle customer is attached for your reference below, to show you how this would help your customer, in real time!



Screenshot from: FullCircle Order Management product

Pro tip: Colors and language used by FullCircle are customizable

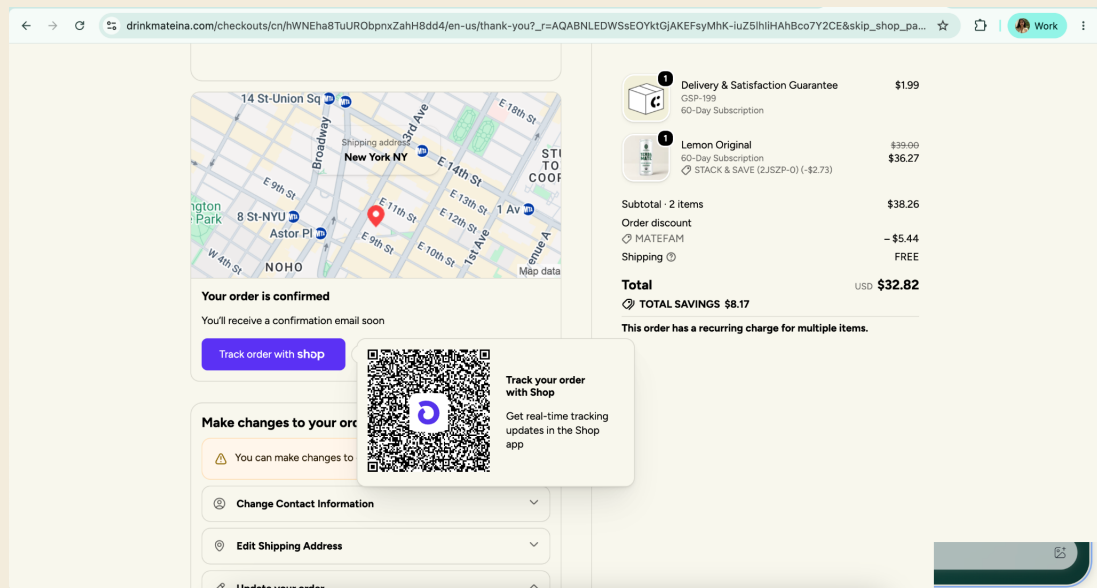


Screenshot from: FullCircle customization dashboard

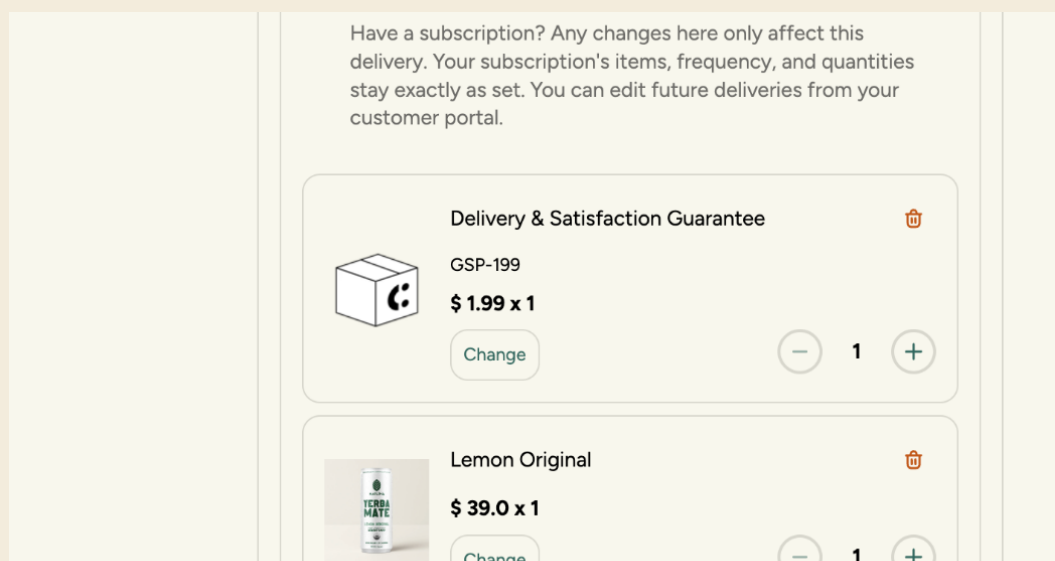
Post-checkout experience

Observations

1. Immediately after placing our order, we wanted to track our shipment. Rather than viewing tracking directly within the Mateína experience, Shopify prompted all customers like us to download their own app to track the order.



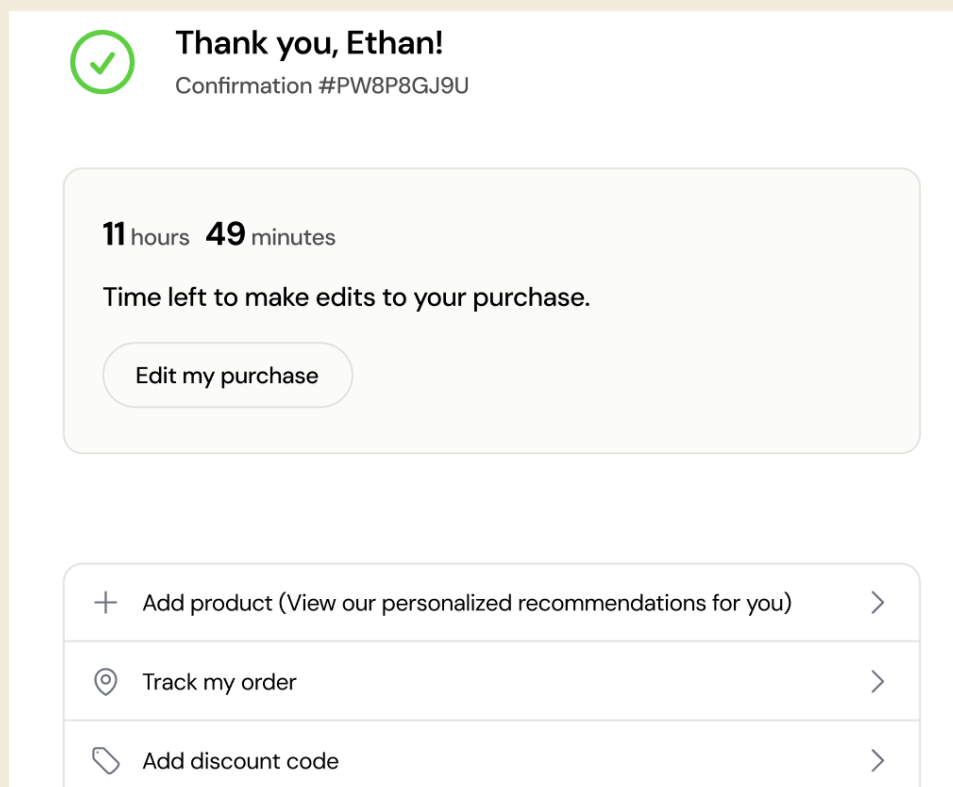
2. Although a subscription edit option was very visible as a button after checkout, changes couldn't be made to subscriptions from there (screenshot). Customers would instead need to locate a separate subscription portal, which wasn't immediately obvious and was difficult to find as customers:



Insight

1. 36% of ecommerce revenue comes from immediate post-purchase upsells. Top brands are earning anywhere from 7,000–19,000 USD per month with FullCircle by simply using FullCircle’s personalized upsells AI during checkout.
2. Every extra click after checkout increases drop-off. Third-party apps also expose customers to competing brands.
3. Subscription changes are among the largest drivers of post-purchase support tickets in brands today. Easy self-service reduces tickets while improving the customer experience. Source: McKinsey survey 2026

FullCircle before-and-after: Instead of redirecting customers to download a separate app, FullCircle can keep the entire post-purchase experience inside the Mateína brand, avoid shopify app downloads for order tracking, and increase Mateína upsell revenue without any additional ad spend. Customers can track their order, make subscription changes, buy more– without any friction.



Screenshot from: FullCircle Order Management product

Review of all current AI experiences

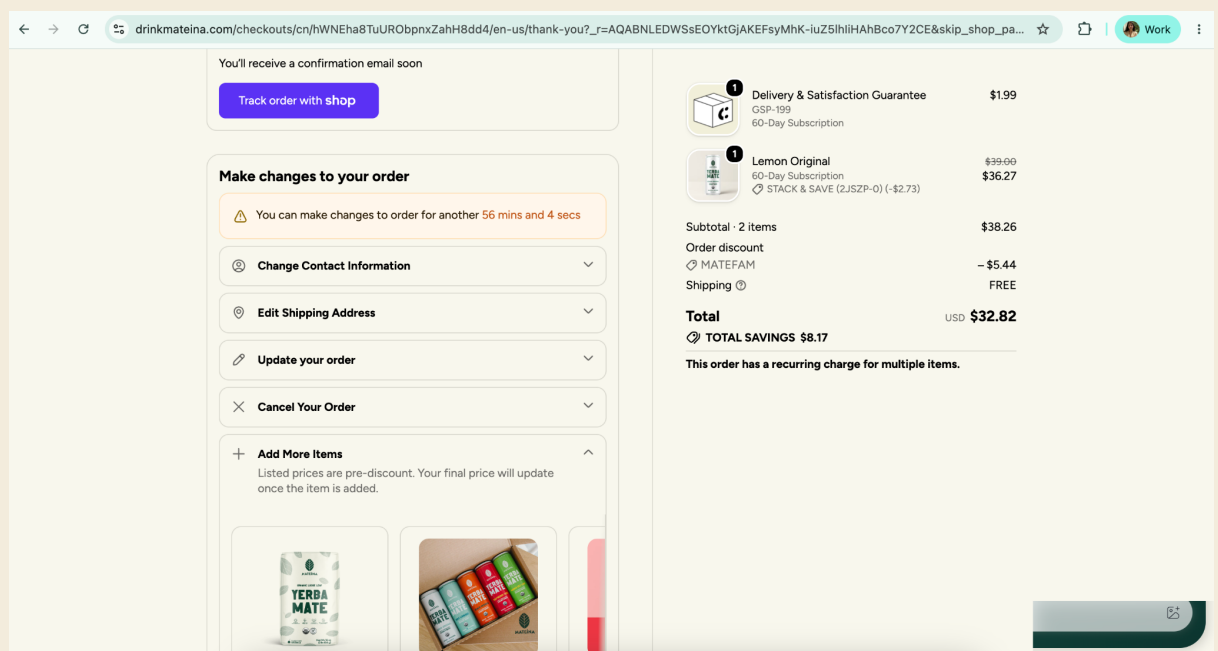
After completing our purchase, we wanted to better understand your pain points and the AI challenges your team shared during our conversations. We headed over to the Gorgias chatbot, email, and all AI experiences and intentionally tested those across a variety of real customer scenarios. We now more deeply understand the pain you were describing. What we observed during testing aligned remarkably closely with the pain points your team has already identified!

Observations

We evaluated the current AI experience across four customer touchpoints: Mateína's post-purchase AI, the website AI, chat AI, and email AI. Here is the customer journey with AI from each of these touchpoints:

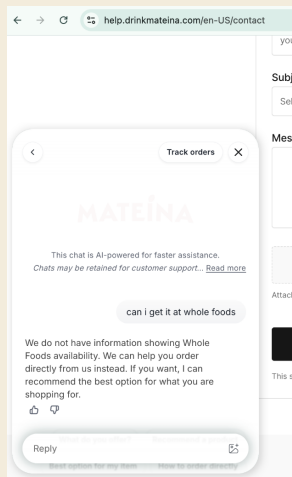
1. Post-purchase AI crashed:

- During post-purchase the Gorgias chatbot crashed. Experiencing this firsthand helped us better understand the frustration with your current AI that your team shared during our conversations:

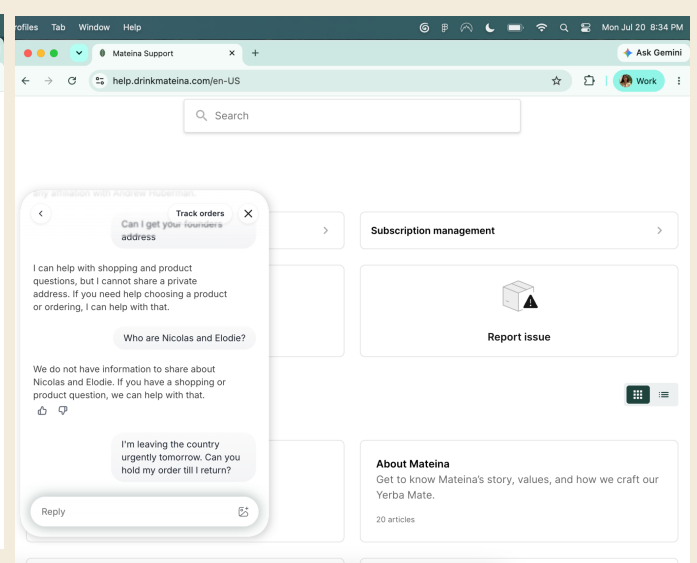
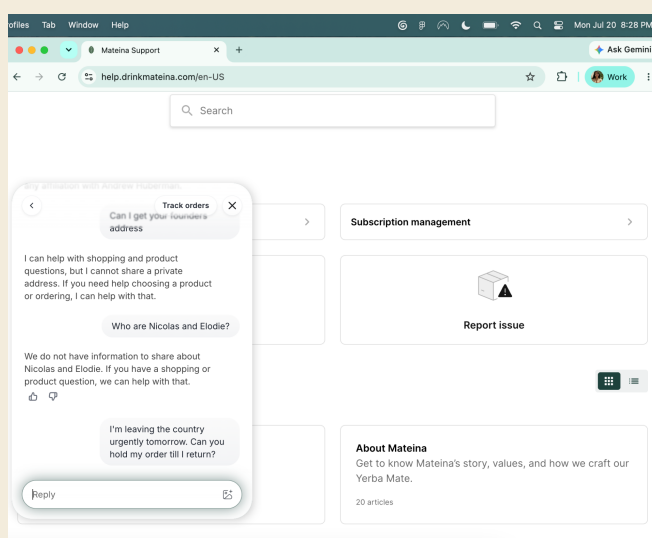


2. Website AI & Chat AI experiences:

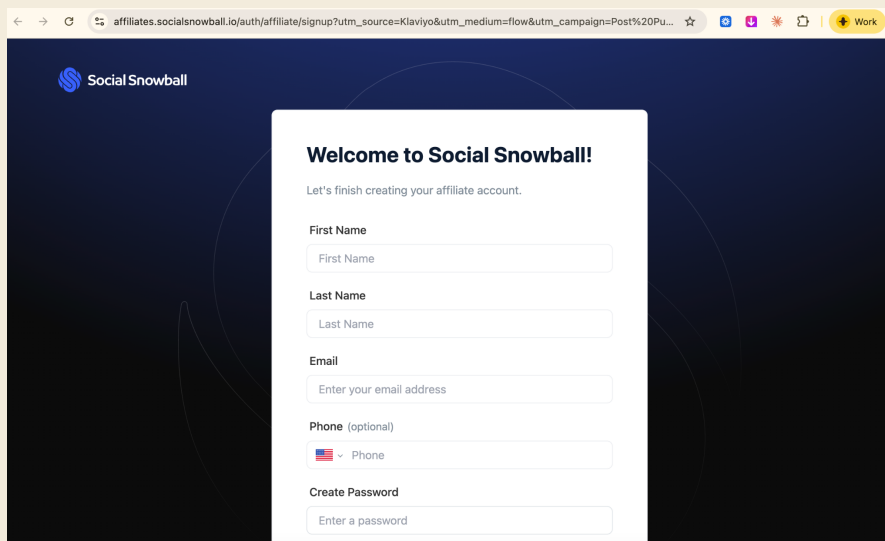
- When we asked about Whole Foods, the chatbot AI hallucinated. Experiencing this firsthand helped us better understand the reliability and hallucination concerns your team shared during our conversations. Here is one example out of the many other hallucinations we were able to validate on our own.



- We know how much work goes into earning placement in Whole Foods and how prominently Whole foods is featured across the Mateína experience. Seeing the AI struggle with this question helped us understand your frustration with your AI firsthand.
- Additionally, the Gorgias chatbot crashed a few more times, which further explained your team's frustration. We empathize with the pain you are experiencing with your current AI. 2 screenshots of crash below (please see timestamps)

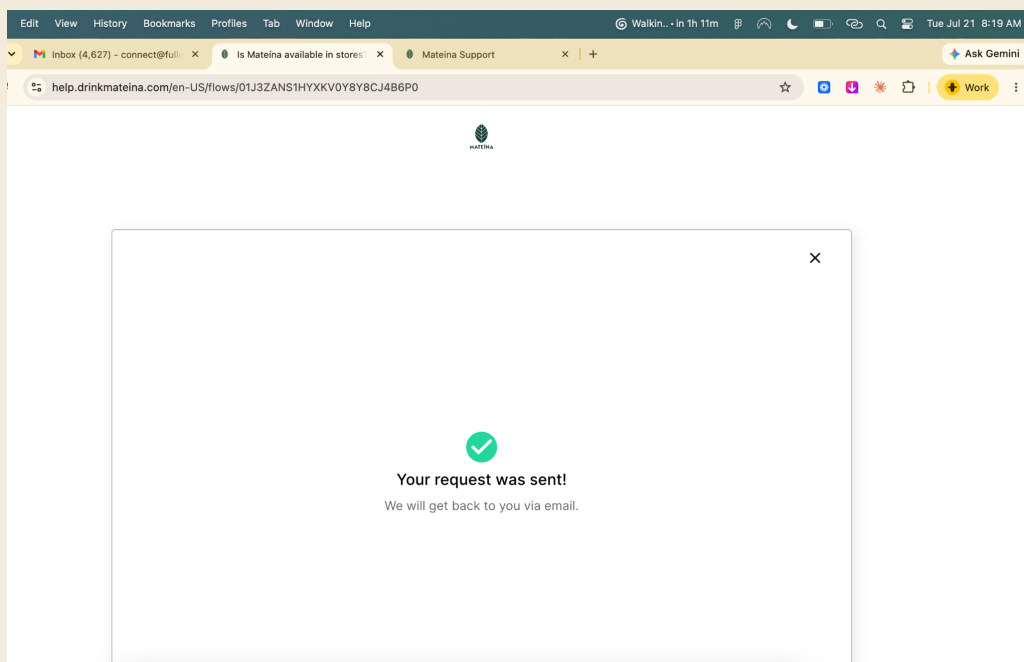


- The Gorgias AI assistant was unable to assist with subscription management requests, and often makes up what subscription edit capabilities are available: as highlighted by your team during our chat as well, verified by us as well now
- Customers are directed across multiple portals depending on what they need, making the support journey difficult to navigate. It was often unclear which portal or experience customers should use for common post-purchase tasks. Unification of this will lead to lower support tickets:



A screenshot of a web browser showing the Social Snowball affiliate sign-up page. The page has a dark blue background with a white central form. The form is titled "Welcome to Social Snowball!" and includes the instruction "Let's finish creating your affiliate account." The form fields are: First Name, Last Name, Email (with placeholder "Enter your email address"), Phone (optional) with a dropdown menu showing "Phone", and Create Password (with placeholder "Enter a password").

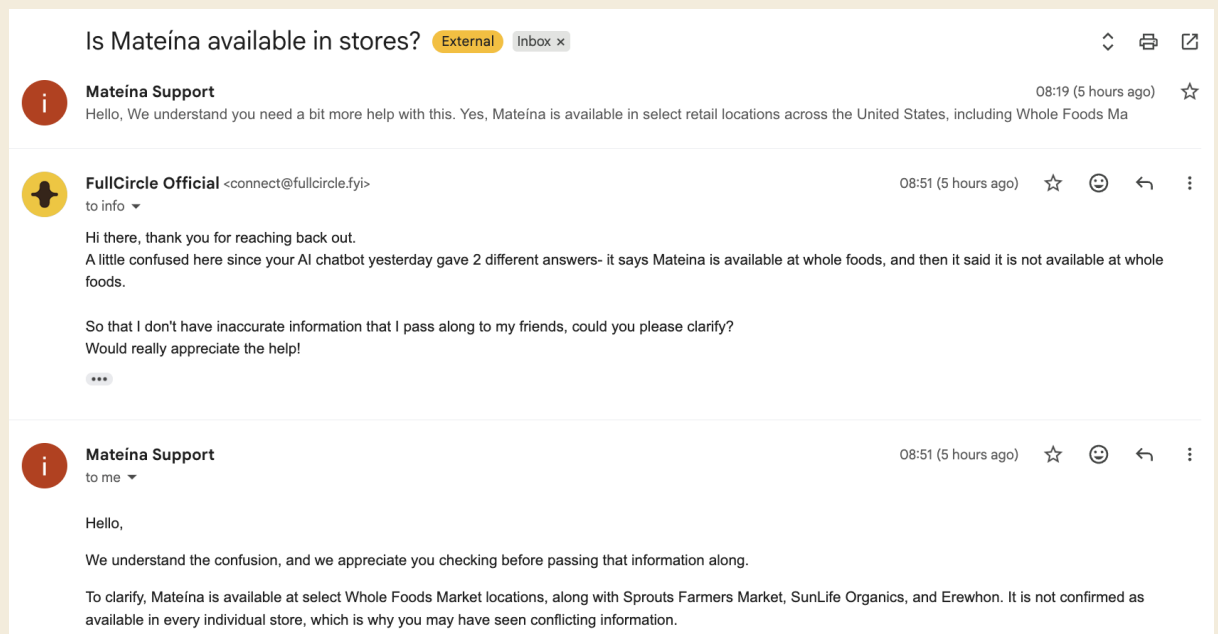
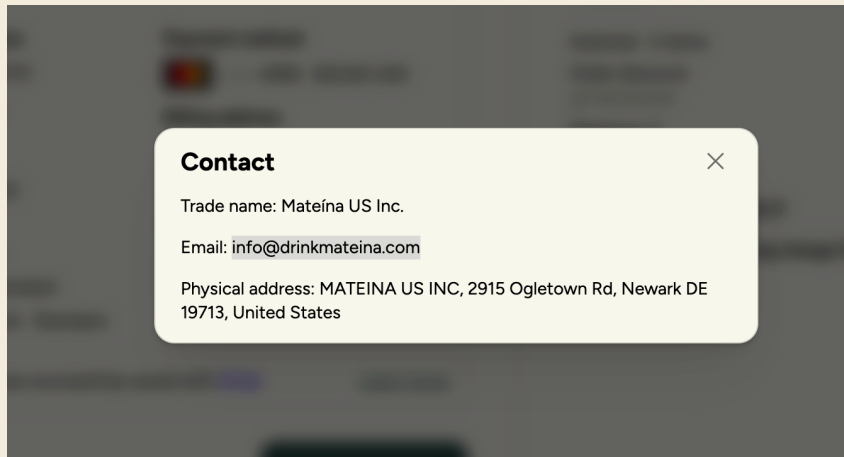
- Contact information could not be updated after the first 60 minute window expired, leaving no clear fast self-service path:



3. Email AI experience:

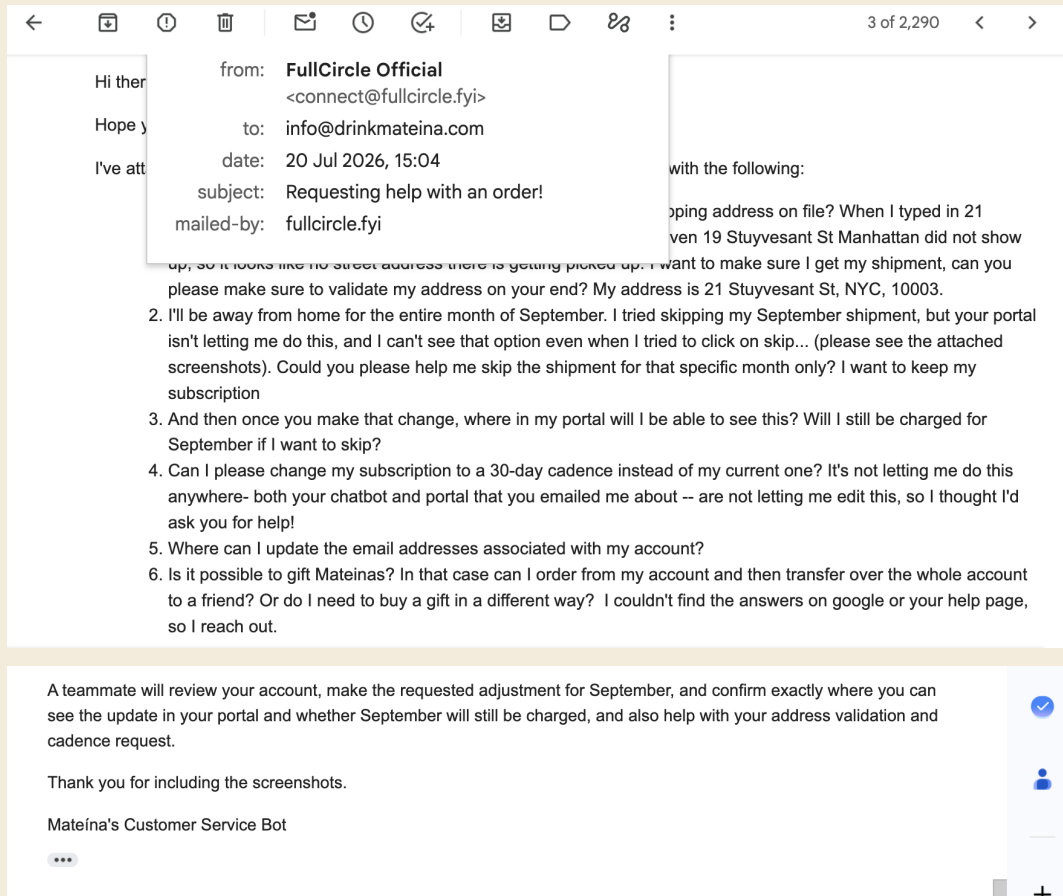
We also contacted the Mateína support team over email with a mix of lightweight emails and more complex emails. Below are the timestamps, followed by a few observations from the experience. Key observations from the email AI experience below:

- Lightweight emails got replies very fast. Accuracy of responses varied. The email AI replies were more balanced than the chat AI!



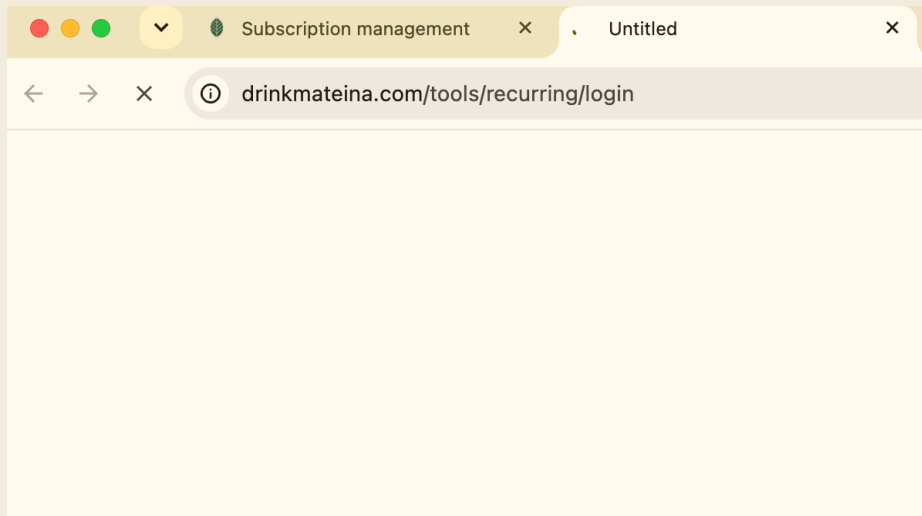
- Several of our more complex support requests remained unanswered, other than the automated bulk replies sent out by AI, which did not solve our problem. Experiencing this firsthand helped us understand why reducing response times and enabling more subscription edits were such important priorities during our conversations.

All screenshots for each bullet point laid out clearly below:

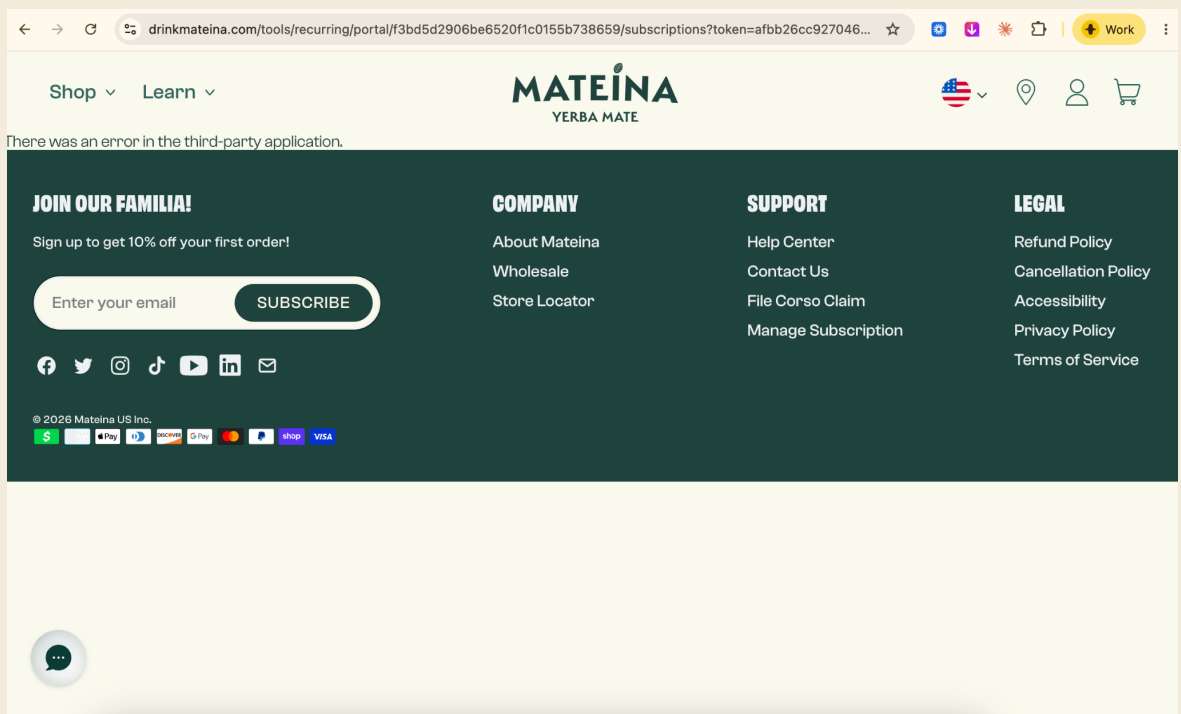


4. Subscription Management Portal:

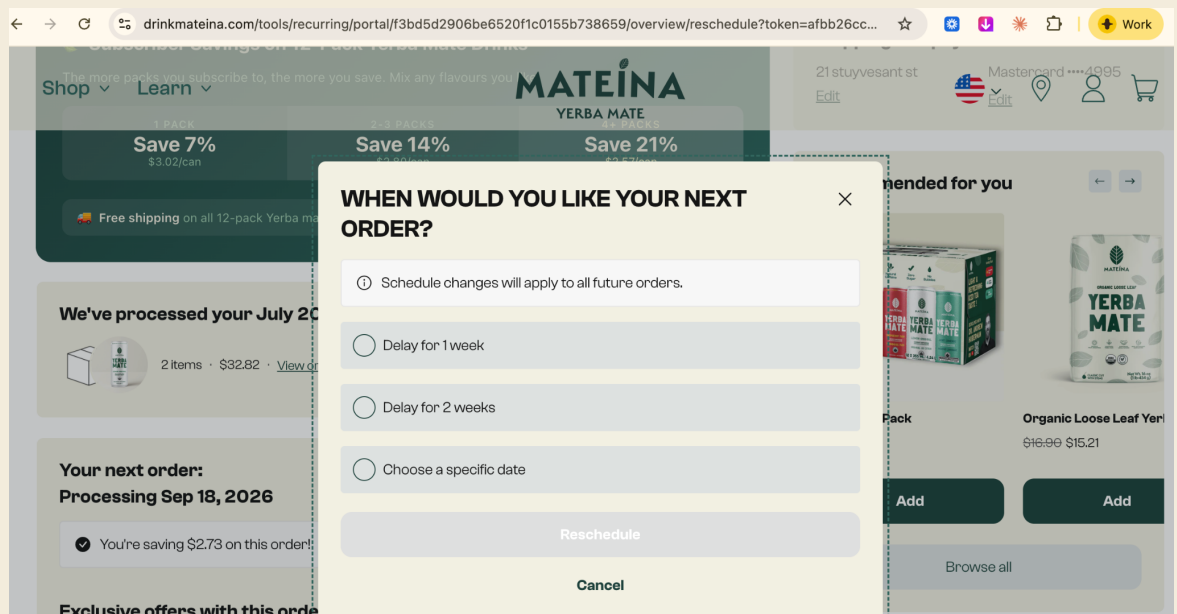
- The Recharge portal for Mateína did not load over 2 days, leaving customers like us lost about where to edit subscriptions:



- The Recharge portal crashed a few times, preventing subscription changes from being completed. (screenshots)



- The Recharge portal did not allow for change of frequency of subscriptions from 90 days to 30 days, which may be preventing revenue growth that is easy to attain



Insight

1. Nearly 60% of customers prefer using fewer touchpoints to complete a task, while 69% expect consistent interactions across every department and channel.
2. Customers do not see website AI, chat AI, email AI and post-purchase AI as separate tools. They expect every interaction to understand the same products, policies, orders, subscriptions and previous conversations.
3. When AI gives inconsistent answers, loses context, becomes unavailable or fails to resolve the underlying request, it increases customer effort and creates additional support tickets instead of reducing them. Source: McKinsey survey 2026

FullCircle before-and-after: Instead of operating disconnected AI experiences across Mateína's website, chat, email and post-purchase journey, FullCircle can create one connected AI experience grounded in Mateína's approved business knowledge and customer data. Customers can receive consistent answers, complete eligible order or subscription requests, and move to the right workflow or human expert without repeating themselves, reducing support demand while improving trust in every interaction with the Mateína brand.