



FullCircle

Making life easier

FullCircle research: Mateína

Why we invest in every customer audit

At FullCircle, we believe the best customer experiences are built by understanding them firsthand– not from dashboards alone.

Before making any recommendations, our team invests time becoming a real customer of yours. We place orders with you using our own funds, look into your complete purchasing journey, interact with your support, intentionally test AI experiences, and make detailed notes– all for you.

This takes a huge amount of time, effort, and often, money on our end. We are the only partner to take this approach. We do this to understand the friction and pain points your team describes during our conversations. We invest proactively in each team who comes in contact with FullCircle as a proactive sign of goodwill.

Everything below reflects a real customer journey completed by our team. The findings are intended to complement– not replace– the context your team shares with us, so please come ready to have a lively discussion with us.

What FullCircle did for Mateína in this audit:

To better understand the customer experience firsthand, we:

1. Completed a real purchase using our own funds
2. Looked into the pre-purchase, checkout, and post-purchase journey
3. Tested subscriptions, order management, and self-service experiences
4. Identified Mateína's current tech stack
5. Interacted with customer support using real customer scenarios
6. Interacted with all Mateína AIs to understand Mateína team's comments
7. Reviewed emails, tracking, and customer communications
8. Identified opportunities to Make Life Easier for Mateína's team & customers

Recap of chat #1 with Mateína's team

Through our first chat, these priorities were highlighted by the Mateína team, which we paid special attention to, during our independent audit work following this conversation.

Longer support times

Your team shared that customer response times can occasionally extend over weekends or whenever the primary support representative is unavailable, often stretching beyond 3+ days in response time. As the business continues growing, reducing dependency on one-two people, while maintaining the same customer experience appears to be an important goal.

Lower self-service levels, especially for subscriptions

Another recurring theme was helping customers solve more requests themselves rather than needing to contact support, especially for common actions such as subscription changes, and order management.

AI answers accuracy

Your team also shared that significant effort has already gone into refining Gorgias AI. While answer quality has improved over time, reliability, tone, and factual accuracy remain areas where you would like customers to have greater confidence.

Revenue growth without increasing costs

As Mateína continues growing, another theme we heard was enabling the business to scale revenue and customer experience without proportionally increasing support costs or advertising spend.

Deep research conducted independently

During the audit, we walked through every step of a customer's journey with Mateína, and were able to find these tech tools deployed by Mateína's team so far

- Gorgias as the CX helpdesk, Gorgias chatbot, and Gorgias automated email AI replies
- Recharge for powering subscriptions, and subscription management portal
- Shopify
- Klaviyo for marketing and communications with the customer
- Corso
- Social Snowball
- and others!

We made purchases on Mateína's website- & walked the full customer journey ourselves!

After our conversations, we went to experience Mateína exactly as one of your customers would, to get a deeper insight into what you mentioned during our first chat.

Rather than reviewing dashboards or relying on assumptions, we became customers ourselves. We researched the Mateína brand online, mapped the current technology stack, completed a real purchase using our own funds, tested the experience before and after checkout, interacted with customer support, explored subscription management, reviewed customer communications, and intentionally chatted with the Gorgias AI assistants across a variety of real-world customer scenarios.

Along the way, we looked for the same opportunities your team mentioned during our conversations- places where customers still need to contact support, where AI could create more confidence, and where the overall journey could become even more seamless.