Linc is a true innovation partner. They not only understand technology and AI, they helped us build our own automation roadmap and execute it.

- Carolina Servigna, Director of Technology

PURE FORMULAS

PureFormulas Turns To Cross-channel Automation To Keep Up With Changing Customer Expectations

Learn how PureFormulas leveraged Linc's customer assistance platform to meet their shoppers on the channels they use most and deliver a customer experience that drives brand loyalty.

Working With Linc

PureFormulas, the nation's leading online health supplements retailer, wanted to adapt their customer experience to changing customer behavior. Their shoppers were eager to connect with them on new conversational channels such as SMS and Facebook Messenger, and PureFormulas knew they needed the right technology partner to help them successfully extend their customer experience to this new terrain.

"Customers today spend more time on social media and chat channels and expect immediacy and responsiveness, with a higher standard of experience expected," says Carolina Servigna, Director of Technology." The team at Linc has an innovative

vision of better customer experiences and Linc's AI platform enables us to create a superior customer-centric experience, evolve with customer behavior and build loyalty with more personalized and engaging communications."

PureFormulas selected Linc for the ability to deliver a customer care automation solution that leverages the latest in AI and commerce-specialized natural language understanding, avoiding the expense and burden of a custom-built solution. PureFormulas recognized that, as an innovator in customer experience, Linc had the proven expertise to enable brands to automate customer care via conversational channels like Facebook Messenger and voice platforms such as Amazon Alexa.

Linc **PURE** FORMULAS

Engaging Customers Across Channels To Drive Results

Convenience takes center stage

Customers can now engage with PureFormulas through new channels such as Amazon Alexa, SMS, and Facebook Messenger. PureFormulas can continue to communicate through these channels with highly relevant messages that lead to new conversions. With only 6% of all bot interactions needing to be handed over to an agent, customers are easily able to get the answers to the majority of their questions.

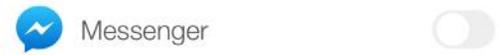### Real-time, on-demand order information

Customers can access order information quickly and easily, have their questions answered in real-time and are offered highly relevant product recommendations.

Data-driven personalized interactions

With Linc's platform, PureFormulas can use customer data more readily, creating interactions that are more personalized, relevant and effective at creating return shoppers. In addition, over 36% of PureFormulas customers have used the automated refer-a-friend functionality in order to provide a seamless way to grow the customer base.

About PureFormulas

PureFormulas is a leader in the online health supplement space, distributing GMP-certified products, including dietary supplements, organic food, beauty products, sports nutrition supplements and pet products. For five years running, PureFormulas has been recognized for outstanding customer service with the Bizrate Circle of Excellence Award and has consistently ranked on Internet Retailer's annual list of Top 500 online retailers. PureFormulas was also recently selected Top Health Product E-tailer Among Newsweek's Best American Online Shops for 2020. For more information, visit www.pureformulas.com

About Linc

Linc is an award-winning automated shopper assistance platform. Recognized as the leading AI solution for customer service, Linc's platform helps brands offer differentiating services and experiences using an automated assistant via the channels customers use most, including SMS, live chat, chat apps, voice assistants, web and email. Learn more at www.linc.cx