

How Layers Drives

**15x ROI**

With BiteSpeed's AI Voice Agent

**Industry:** D2C Tech & Accessories

**Solution:** AI Voice Agent for Abandoned Cart Recovery

**12%**

conversion rate

**65%**

connect rate

**₹5.4 L**

revenue recovered



# The Challenge

Layers, a fast-growing smartwatch and accessories brand, faced **rising cart abandonment** as sales scaled. **Manual follow-ups by support team** couldn't keep up, leading to **missed conversions** when **shoppers weren't reached in time**.



The brand needed a **cost-efficient, always-on solution** to **automate cart recovery, order confirmation, and follow-ups** while maintaining a **consistent customer experience**.

# The BiteSpeed Solution

Layers deployed **BiteSpeed's AI Voice Agent**, a fully automated voice system that calls shoppers, answers queries, and even follows up intelligently.

The AI Voice Agent now handles-

## #1 Abandoned Cart Recovery

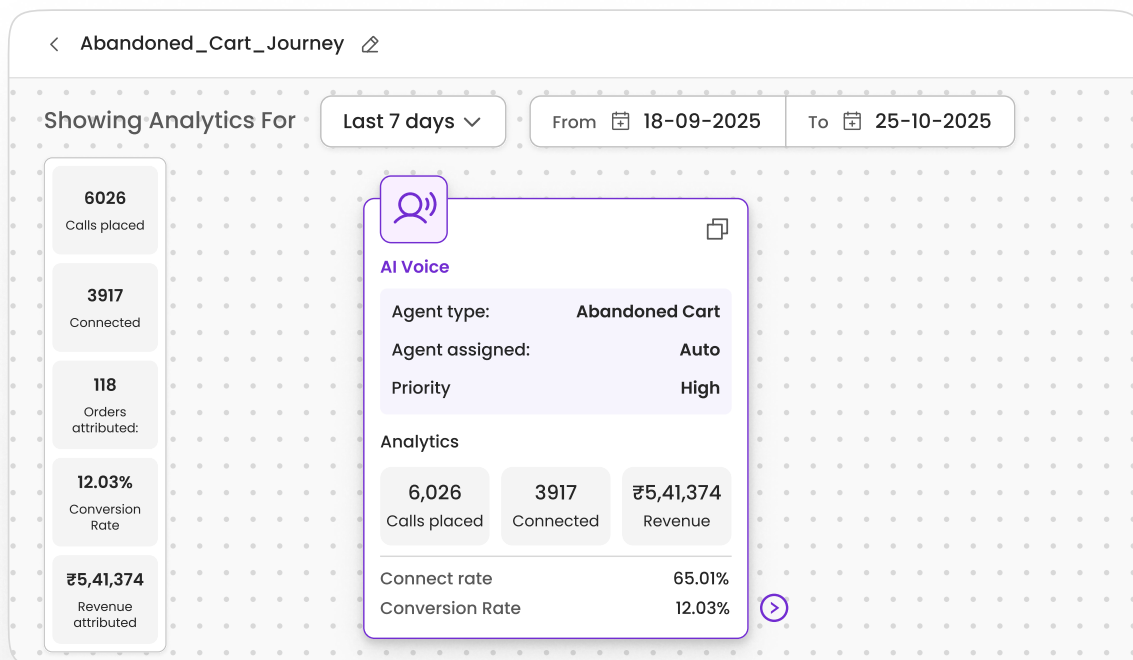
The AI Voice Agent calls cart abandoners within minutes, answers FAQs in the shopper's language, and offers contextual discounts while maintaining natural, polite, and brand-consistent conversations to drive faster conversions.

**₹5.4 L**

revenue recovered

**12%**

conversion rate



## #2 COD Confirmation

It automatically verifies COD orders to minimise failed deliveries and unnecessary logistics costs.

## #3 Automated Follow-Ups

It automatically retries unanswered calls and schedules follow-ups at the shopper's preferred time to improve reach and cart recovery.

**60%**

connect rate

## #4 24/7 Coverage

The AI Voice Agent operates 24/7, including weekends and holidays, at one-third the cost of a human team.

**2/3rd**

reduction in  
calling cost

**15x**

ROI

Built with a **pronunciation library** and **multilingual capability**, the AI delivers **natural, human-like conversations** that align with the brand's tone.



# About bitespeed

BiteSpeed is an AI-native CRM for e-commerce that unifies WhatsApp, email, SMS, Instagram, and voice calls on a single platform. It helps e-commerce brands recover abandoned carts and run multi-channel campaigns easily. Its AI Voice Agents boost cart recovery by automatically calling shoppers, offering personalised discounts, and converting abandoned carts more efficiently than human teams.



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230+ Five-Star Reviews  
on Shopify

Overall Rating

4.9 ★★★★★

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