



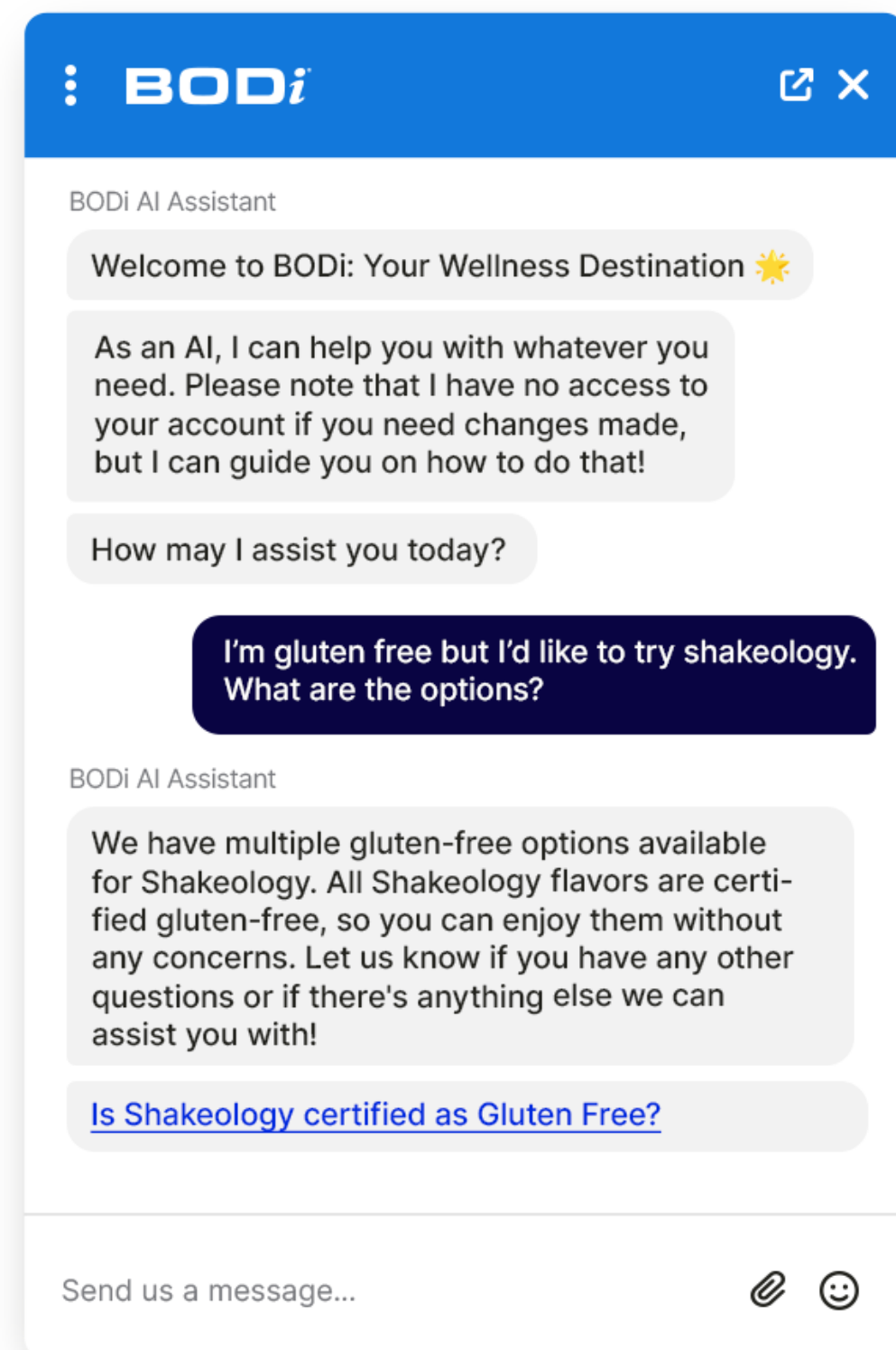
INDUSTRY Fitness & Nutrition
WEBSITE bodi.com
LOCATION Worldwide with headquarters in Santa Monica, CA

Revolutionizing customer engagement: BODi®'s strategic shift to next-gen AI boosts critical CX outcomes.

Founded in 1998, [BODi®](https://bodi.com) (formerly known as Beachbody) is committed to helping people achieve their goals and enjoy a healthy, fulfilling life. The company is doing just that through some of the world's most beloved fitness programs and nutritionals — including [Shakeology®](https://shakeology.com).

When the BODi team partnered with Quiq, the leader in customer-centric AI for CX, they were looking to shift away from synchronous channels like phone and chat—and improve the experience by providing a real-time solution to customers' questions and issues without having to connect to a live agent.

As part of their overall strategy to boost CX outcomes by improving the online customer experience and reducing operational expense, BODi wanted to explore solutions that would provide instant answers to frequently asked questions, troubleshooting steps, and guide customers to self-service.



 **Challenges**

The BODi® team was facing challenges many companies grapple with — namely, how to improve the customer experience without increasing costs and repetitive inbound customer-service volumes across the phone, web, and digital channels.

To address this challenge, the BODi® and Quiq teams identified an opportunity for faster resolution through a more intelligent, cost-effective, and low-effort online support strategy.

In addition, BODi's first-generation chatbot was menu-based, limiting the number of customers that interacted with the experience. They would type in their free-form questions to discover they had to select from a series of predefined questions. This caused inquiries that should have been automated to be escalated to human agents, pulling them away from the customers who truly needed a live person to help with their complex issue.

 **Solutions**

Using the next generation of AI and large language models (LLMs), Quiq eliminated the synchronous issues the team faced, helping BODi improve its financials by implementing a powerful AI solution as an alternative to live messaging.

What started out as a proof of concept, “Ask BODi AI” has turned into a channel that continues to improve and grow as a reliable solution for BODi and its customers, delivering an on-brand experience at a lower cost.

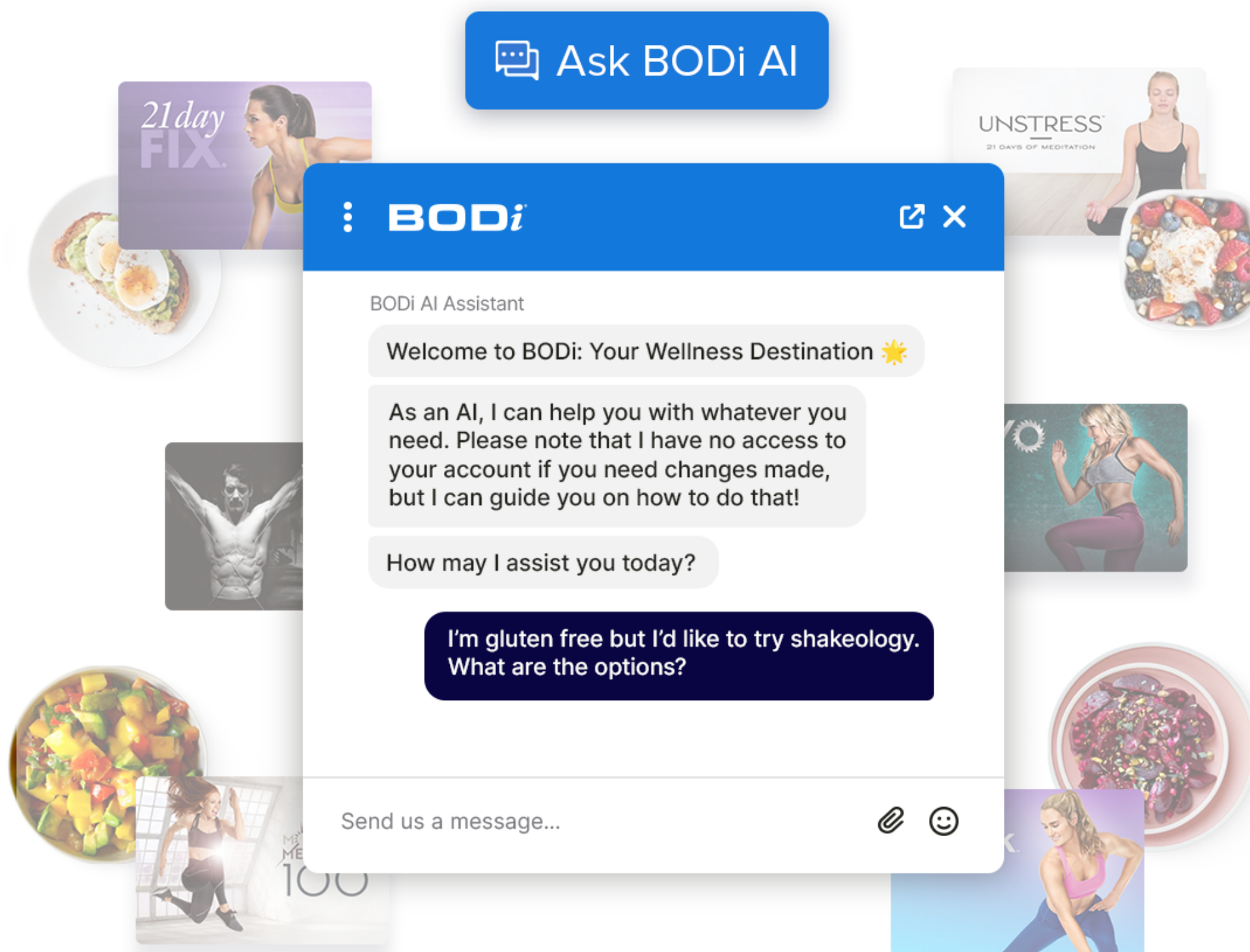
With next-gen AI, customers can now type in free-form questions at-will, so they're no longer beholden to a fixed decision-tree menu. Quality assurance and deploying improvements is also much easier compared to the first iteration. Using large language models, knowledge gaps can more easily be identified and actioned upon.

The overall strategy is now providing a trusted, on-brand customer experience.



Upgrading to an LLM-powered AI assistant leads to a more seamless journey.

Fast forward to the age of generative AI and the BODi team saw an opportunity to vastly improve their resolution rates and decided to upgrade their Quiq assistant to the latest AI — and apply it to their single, streamlined digital channel.



“By integrating generative AI into our support site, we’re enhancing customer satisfaction through faster, more precise answers, freeing up our team to tackle more complex issues.”

Troy Nelson

Senior VP of Digital Servicing and Customer Experience, BODi

Next-gen AI increases response precision.

The AI responds with human-like accuracy in terms of vocabulary and sentiment. One example of this is that the AI assistant probes with follow-up questions in conversations and learns from previous interactions to enhance future ones (known as “disambiguating”).

The AI can also sift through BODi’s extensive customer offerings and determine - based solely on context and description - exactly which product or program the user is inquiring about.

“Speed to resolution has been the most impactful benefit we’ve seen so far.” — Troy Nelson, Senior Vice President of Digital Servicing and Customer Experience at BODi®

The screenshot shows a chat window titled "BODi AI Assistant". The assistant greets the user and offers help. The user asks, "What is your best program for a beginner?". The assistant responds with a detailed recommendation for the "Bike For Beginners Only" program, including its benefits and a link to an article. Callouts on the right side of the screenshot identify the user's question, the assistant's response, the program name, and the link to the article.



“Compared to traditional bots, I’ve been surprised with how accurate and conversational the assistant was right from the start”.

Maggie Ritholz
Director of Self-Service at BODi®



What's next?

In the future, BODi wants to expand its AI-powered use cases within existing channels to assist customers without forcing them to leave on-page context. The vision is for customers to directly interact with the AI experience without navigating through FAQs and BODi's self-service portal. Troy and Maggie are excited about offering customers the right products alongside expanding proactive communication.

For example, if a customer is browsing Shakeology® products and wants to know about gluten content, they can simply ask the assistant, "Is there gluten in Shakeology?" Having the AI assistant upfront and ready to answer a question like that means the customer gets the information they are looking for without switching product pages or context.

"Engagement with the Quiq team is great. The team is highly communicative." — Maggie Ritholz, Director of Self-Service at BODi®.

CX outcomes and results

Quantitative

- **36%** of customers are choosing AI vs. other contact options.
- Only **12%** of customers who engaged with the AI assistant asked to connect to an agent, an excellent **88%** containment rate.

Qualitative

- Customers indicate that AI is very helpful at providing them direct answers to specific questions versus having to sift through an article to find an answer.
- Customers love that they can get an answer much faster than connecting to an agent.
- The AI assistant meets BODi's requirements in delivering a secure and on-brand experience.

**Interested in speaking with our team
about an AI Assistant for your business?**

Reach out to sales@quiq.com

