



Tom Sagi, founder, Plateful

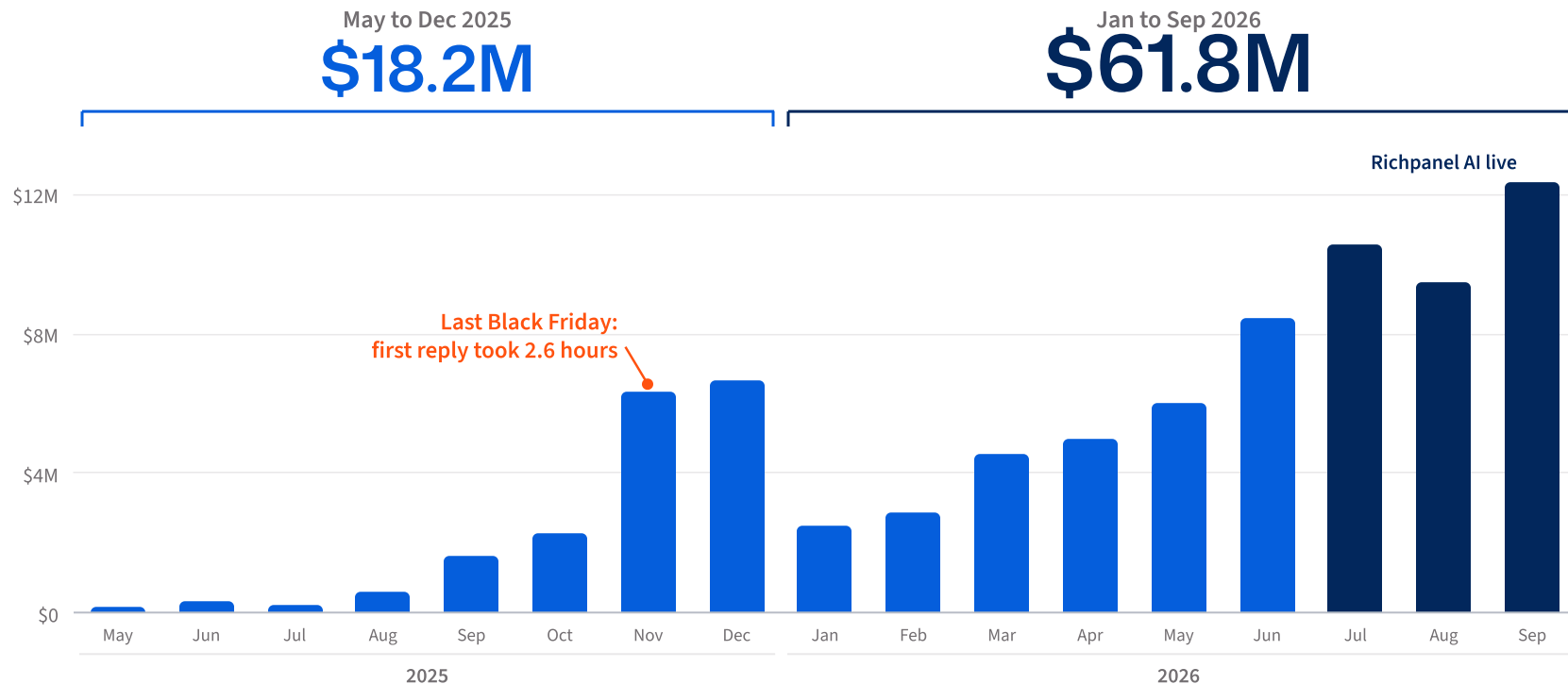
\$0 to \$12M a month.

Could your support keep up?

How Plateful got CX ready for that scale, before the next Black Friday.

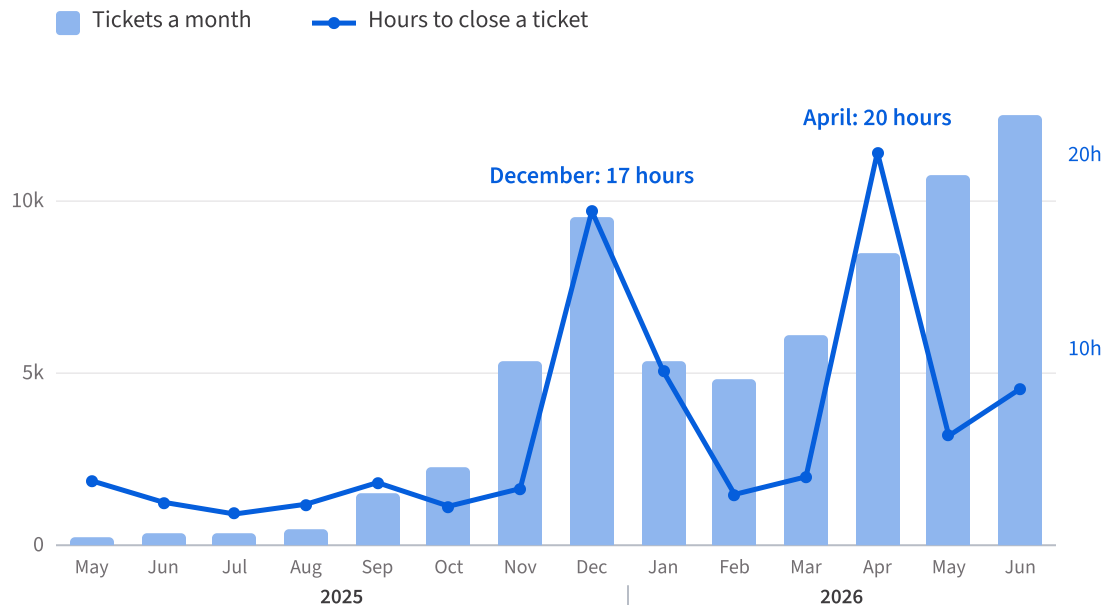
Founders Alpha Shenzhen · 17 October 2026

Sales took off once we launched Plateful



Every sales spike became a support spike

Plateful, before AI. Tickets per month, and how long a ticket took to close.



LAST BLACK FRIDAY

2.6 hours

for a customer to get a first reply

APRIL 2026

20 hours

to close a ticket, at our peak

We needed AI. I had **three fears.**

What I was afraid of

I'll come back to all three at the end.



01

“It'll take months
to train.”



Answered?



02

“AI only handles
the easy tickets.”



Answered?



03

“AI will wreck my
service.”



Answered?

Live in two days, not months

AFTER SWITCH-ON

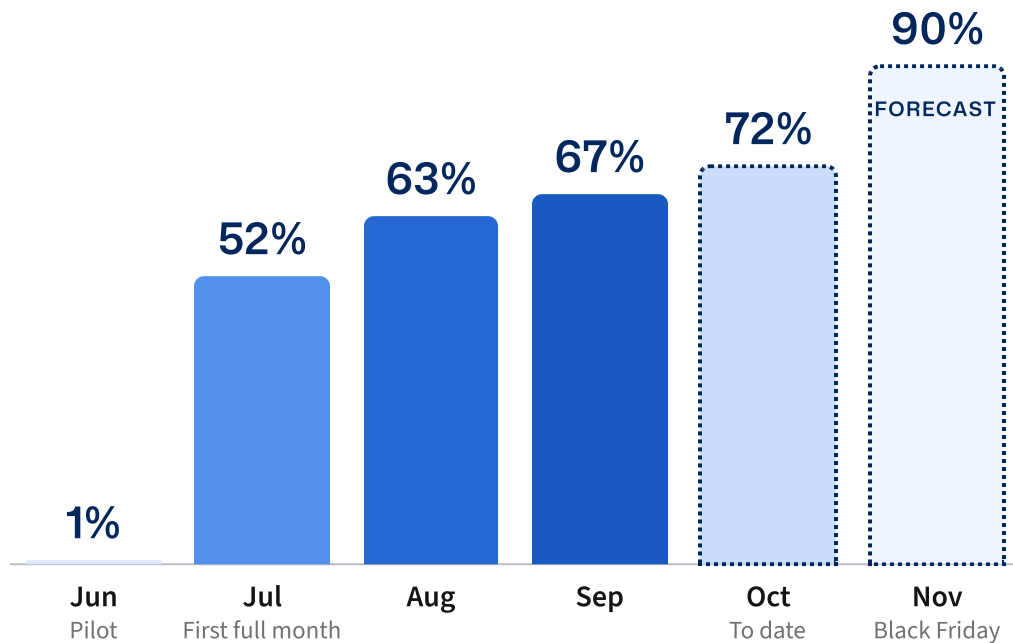
THEN IT KEPT CLIMBING · CLOSED WITH NO HUMAN, BY MONTH

2 days

to half our tickets closed with no human



No training project. Richpanel's AI Manager set it up for us.



Not just the easy tickets

Most AI support tools close the easy ones and leave your team the messy ones.

MOST AI SUPPORT TOOLS

Social comments

AI

Order status

AI

FAQs

AI

Cancellations

YOUR TEAM

Retention offers + follow-ups

YOUR TEAM

Returns

YOUR TEAM

So your headcount grows as fast as volume.

WHAT OURS TAKES ON

Social comments

AI

Order status

AI

FAQs

AI

Cancellations

AI

Retention offers + follow-ups

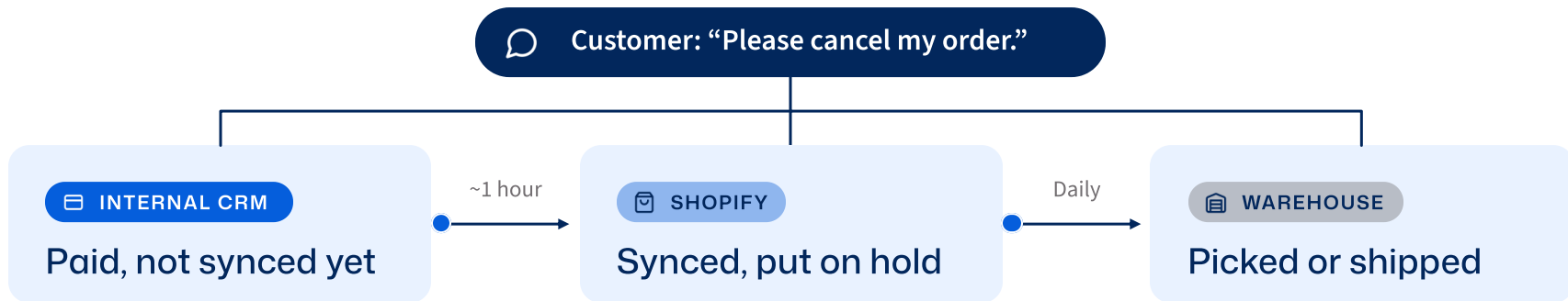
AI

Returns

NEXT

So cost per ticket fell 34% at 2x the volume.

A cancel request used to take an agent 30 minutes



BEFORE: AN AGENT

~30 min



NOW: RICH PANEL AI

Seconds

Checks all three systems, makes the offer and follows up on its own

0 people involved

Both bars drawn to the same time scale.

Seamless automation across 3 platforms kept the sale

CUSTOMER CHAT

9:14 pm

Please cancel my order.

Got it. I see your order is still processing, and it can take up to 60 minutes to show up in our systems. I'll follow up as soon as it does.

1 hour later • 10:15 pm

Following up on your order request: it's in our system now and on hold, so nothing will ship. Would you like to keep it with 30% back, or should I cancel it?

I'll take the 30% back and keep it.

Alright, your order has been released for fulfillment. I will release the refund as soon as the pan has been shipped.

3 days later

Update: your pan has shipped, so your \$45 refund has been released. It should show up within 5 to 7 business days.

BEHIND THE SCENES

EXAMPLE

9:14 pm INTERNAL CRM
Paid \$149.99, not in Shopify yet. The AI replies now and sets itself a follow-up.

10:14 pm SHOPIFY
Order synced. Hold placed before the warehouse import.

10:21 pm SHOPIFY
The customer keeps it. Hold released for the next warehouse import.

Next batch WAREHOUSE
Picks and ships the pan. The refund waits, so it can't block picking.

3 days later INTERNAL CRM
Sees the shipment, then refunds \$45, 30% of the order.

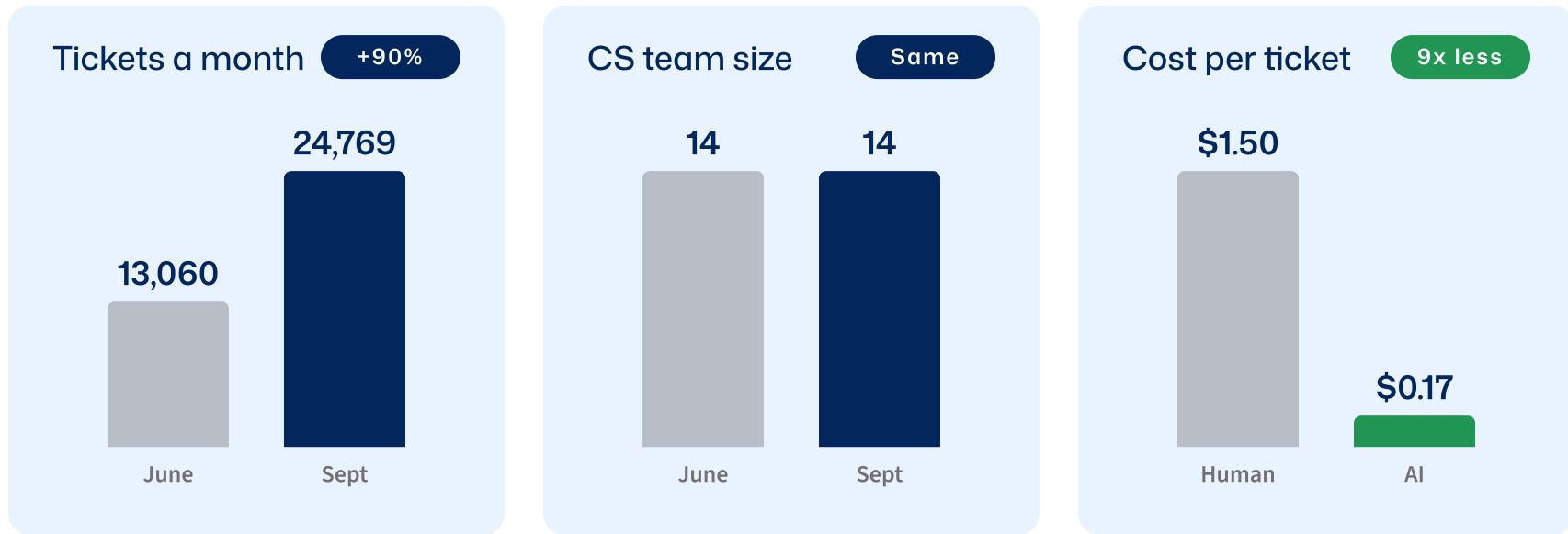
1
automatic follow-up

\$104.99
kept, not refunded

0
people involved

Twice the tickets, 9x cheaper with AI

June vs September 2026, every ticket our CS team answers. Cost is CS payroll, base salary.



Twice the tickets, **same 14 people**. Blended cost per ticket: \$1.49 → \$0.99.

Next: returns, end to end. That's our 90%.

Richpanel Automation report, last 7 days.

THE BIGGEST OPPORTUNITY

13.1%

of all conversations are returns we haven't automated yet.

Contact reasons

Parent Child

4,009 closed conversations where a customer wrote in, by current contact reason. Opportunity is the conversations not yet automated, and their share of these conversations.

Search parent or child reasons

Contact reason	Conversations	Closed by AI	Automation rate	Opportunity
> Feedback & social	4 child reasons 1,121	777	84.3%	176 (4.4%)
> Product questions & issues	7 child reasons 958	518	61.4%	370 (9.2%)
> Returns & exchanges	5 child reasons 579	41	9.5%	524 (13.1%)
> Order changes & issues	5 child reasons 531	120	26.2%	392 (9.8%)
> Shipping & delivery	6 child reasons 257	61	29.6%	181 (4.5%)
Other	139	74	60.4%	55 (1.4%)
> Automated & spam	3 child reasons 133	105	81.2%	25 (0.6%)
> Billing & payments	3 child reasons 123	20	21.1%	97 (2.4%)

JUST LAUNCHED

Fulfillment center integration

RICHPANEL AI

FULFILLMENT CENTER

So the AI can:

- ✓ See when a return reaches the warehouse
- ✓ Refund or exchange it, by our SOP
- ✓ Follow up with the customer automatically
- ✓ Close the ticket, with no one involved

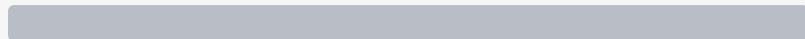
Replies became instant, and fewer customers come back

Plateful, June vs September 2026, on twice the tickets. Richpanel, business hours.

First reply

median wait

June



2.7 hours

Sept

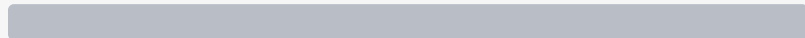


↓99%

Time to close

median, returns excluded

June



8.0 hours

Sept



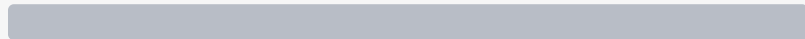
3.8 hours

↓52%

Reopened tickets

customer had to come back

June



20%

Sept



13%

↓35%

All on **twice the tickets**: 12,480 in June, 24,499 in September.

AI made us hear our customers

So we built an internal tool on Richpanel's MCP.

1 Voice of the customer, by department

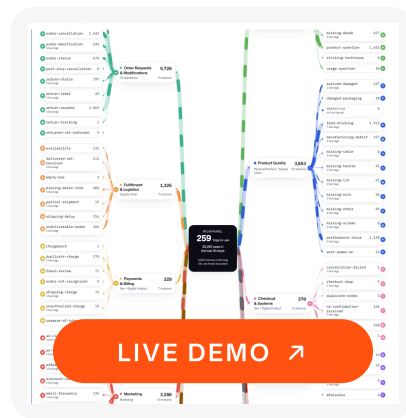
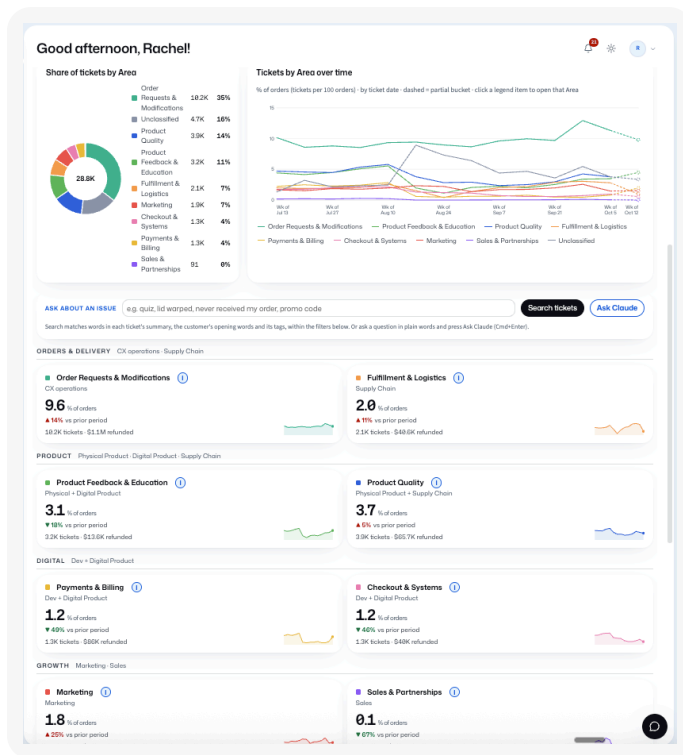
Every ticket a customer writes becomes direction for the team that owns the problem.

2 Our own tagging tree

We mapped ticket reasons to departments: 259 Richpanel tags in use, 35,263 uses in the last 30 days.

3 Proof that a fix worked

We track each issue over time as a share of orders, so we can see whether a change actually cut tickets.



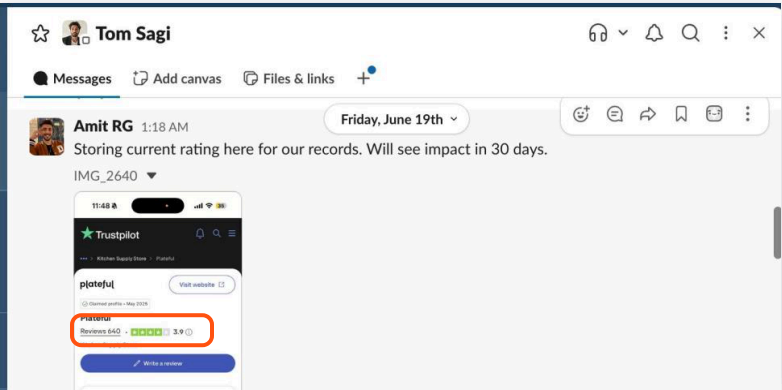
Ticket trends and the tagging tree, live in PlatefulOS.

Customers noticed

TRUSTPILOT · +0.5 SINCE JUNE

June 2026

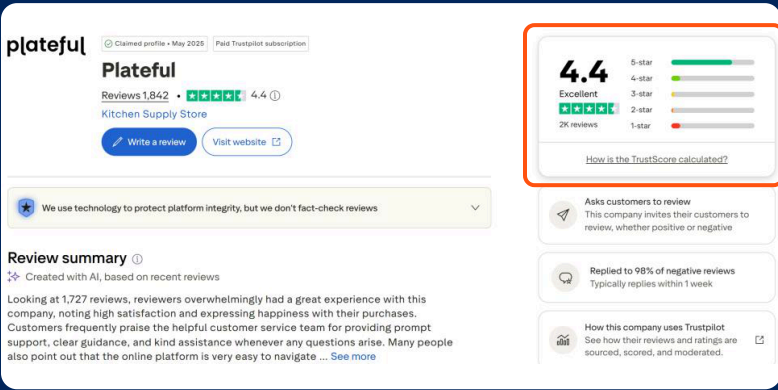
3.9 ★★★★★
Great · 640 reviews



Baseline screenshot shared in Slack, June 19, 2026

October 2026

4.4 ★★★★★
Excellent · 1,842 reviews



trustpilot.com, October 12, 2026

AI CSAT · LAST 7 DAYS

4.1 / 5

Our AI

4.1

Our human team

3.5

“

Question answered quickly so quickly
that i placed my order with you and not
Amazon.com



A Plateful customer, rating our AI 5 out of 5

The AI answered alone, in 7 seconds. Ticket 200064.

What I feared, and what I got

I FEARED

"It'll take months to train."



I GOT

2 days

to half our tickets closed with no human

Jul 1  4.7%

Jul 3  49%

I FEARED

"AI only handles the easy tickets."



I GOT

0 people

on a cancel across 3 systems, sale kept

CRM

Shopify

Warehouse

Cost per ticket: human \$1.50, AI \$0.17

I FEARED

"AI will wreck my service."



I GOT

4.1 / 5

AI rating; our human team averages 3.5

Team  3.5

AI  4.1

Last Black Friday, a first reply took 2.6 hours. Our first Black Friday with AI is next month.

Target: 90% closed with no human

Book a demo by Sunday. Implementation is on us.

Only for founders at Founders Alpha Shenzhen.

FREE

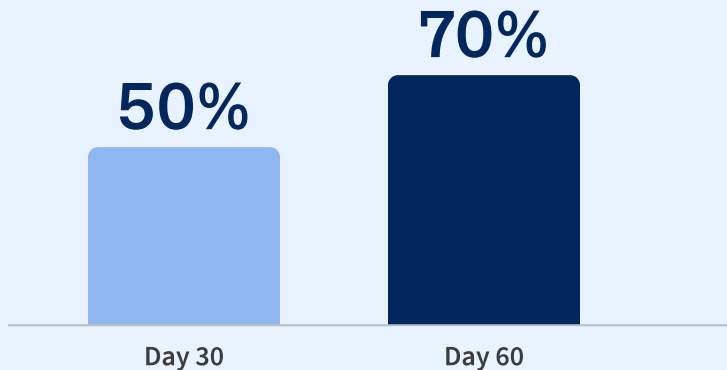
A dedicated implementation manager

~~Usually a paid service.~~

Free when you book a demo
by Sunday, 18 October.

OUR COMMITMENT

Tickets closed with no human



Claim it: meet Cadogan or Sumee from Richpanel here, or book at richpanel.com/demo