

Thanks to Focus Group's agentic AI-chatbot, Inkifi's customers enjoy snappy and seamless customer engagement, with teams also enjoying more focused workloads.

Location: Manchester | Number of users: 5+

The project

Inkifi creates beautifully printed photo products using sustainable materials, allowing customers to turn digital memories into physical keepsakes. However, as Inkifi's order volumes grew, pressure mounted on a small support team handling queries via email and phone. Every "where is my order?" request required a manual Magento lookup and a separate Zendesk reply - slowing response times and frustrating customers.

- High volumes of repetitive order-tracking queries
- Hours lost daily to manual status checks
- Limited visibility due to disconnected systems
- CSAT scores dropped during peak trading

The lack of integration made it clear the business could not scale support without automation, especially during seasonal surges. To sustain digital growth, reduce manual workload, and deliver faster, more reliable customer experiences, Inkifi needed a smarter, automated approach. That's where we stepped in.

The solution

Focus Group introduced Inkifi to our agentic AI chatbot, capable of recognising intent and providing real-time order and shipping updates. Integrated seamlessly with Magento, it retrieved live data to deliver accurate tracking links and delivery estimates within seconds.

- Personalised, automated responses with no system changes
- Fast two-week setup with testing during quieter periods
- Automated resolution of over half of all order-related queries
- Simple dashboard monitoring and minimal training required

The chatbot quickly became part of daily operations, reducing manual workload and improving efficiency. By automating their most common queries, Inkifi strengthened the customer journey and built a scalable support model without compromising service quality.



The results

The results of Inkifi's AI solution have been transformational:

- Response times reduced from 2 hours to just 2 minutes
- 60% of order status queries now resolved through self-service
- 25% increase in CSAT
- 40% reduction in manual support tickets

Customers now receive instant answers at any time, while teams enjoy lighter workloads and more consistent interactions. The chatbot has also revealed unexpected insights into fulfilment issues and uncovered gaps in website FAQs, improving its knowledge base.

With immediate, accurate order updates now automated, operational pressure and support costs have fallen. Looking forward, Inkifi plans to extend AI into pre-sales enquiries and proactive shipping alerts - and we're excited to support what's next.



“Automating tracking requests has freed up our team and improved customer satisfaction. It feels like we've added a new team member overnight!”

Jamie, Customer Service Lead, Inkifi