

THE LEAKS NOBODY SEES

YOUR STORE LEAKS MONEY WHILE YOU **SLEEP**

4 quiet ways online stores lose sales every day — and the fix for each. Save this before your next big launch.

SWIPE →

AGENCYFORMA.COM

YOU GREW. THEN IT GREW ON YOU.

THE SALE ISN'T WHERE YOU **LOSE** IT.

7 in 10

shoppers add to cart and never buy. The cart is full — the order never lands

BAYMARD INSTITUTE · 70.2% AVG · SEPT 2025

1 in 5

online orders come back as a return — and most start a support conversation

NRF + HAPPY RETURNS · 19.3% · 2025

4 in 10

support messages are just “where’s my order?” — answered in 5 seconds if anyone’s awake

GORGAS 2024 CX DATA (HELPDESK VENDOR)

→ Leak #1 is the one buried in your inbox



LEAK 01 · "WHERE'S MY ORDER?"

THE SAME QUESTION. ALL DAY. FOREVER.

Your team types the same tracking reply hundreds of times a week. After a launch it doubles. The answer is already in your system — a human is just copying it out by hand.

● THE FIX

An assistant pulls live tracking from your store and carrier, and answers in seconds — day or night. It even warns the customer about a delay before they ask.

PSYCHO BUNNY: 26% OF ALL TICKETS HANDLED BY AI, REPLIES 99.8% FASTER · GORGIAS CASE, 2024 (VENDOR)

→ But the costliest leak happens at 11pm



LEAK 02 · THE 11PM SHOPPER

ONE QUESTION. NO ANSWER. GONE.

A buyer at 11pm asks one thing — will it fit, when will it arrive — and nobody's online. They don't wait. They buy from a store that answered. You never even see the sale you lost.

● THE FIX

The assistant answers product questions 24/7 — only from your own size guides, specs and FAQ. Question answered, add-to-cart nudged, sale saved.

A QUARTER OF ORDERS LAND IN THE EVENING — WHEN MOST STORES ARE OFFLINE · ECDB 2024

→ Now the 7-in-10 carts that die



LEAK 03 · THE CART THAT DIES

FULL CART. THEN THEY **VANISH.**

7 in 10 shoppers fill a cart and leave. The top reason isn't price — it's a surprise at checkout: shipping, tax, a fee they didn't expect. Most stores send one slow email, hours later, if at all.

● THE FIX

A recovery flow fires within minutes — email, then a text — naming the exact items left behind, and surfacing your free-shipping threshold if cost was the blocker.

39% ABANDON OVER SURPRISE COSTS [BAYMARD 2025] · TOP CART-RECOVERY EMAILS EARN \$28.89 PER SEND [KLAVIYO 2024]

→ The last leak comes after they buy



LEAK 04 · THE RETURN SPIRAL

ONE RETURN. THREE MESSAGES.

“How do I return this?” → “Where’s my refund?” → “Why is the amount wrong?” One return becomes a back-and-forth — and 8 in 10 shoppers say a clunky return means they won’t buy again.

● THE FIX





The assistant checks the order, confirms it’s in the window, and sends the return label in one reply. For exchanges it shows what’s in stock and swaps it on the spot.

82% SAY EASY RETURNS DRIVE WHETHER THEY BUY AGAIN · NRF + HAPPY RETURNS 2025

→ So how does one message actually flow?

WHAT HAPPENS IN THOSE 5 SECONDS

QUESTION IN → ANSWER OUT.

-  **STEP 01**
Customer asks
“Where’s my order?” — chat, email, Instagram DM.
-  **STEP 02**
Reads your store + carrier
Live order status — only from your real data, never guessed.
-  **STEP 03**
Replies in your voice
Clear answer + tracking link, in seconds, 24/7.
-  **STEP 04**
Hands off when it should
Refunds & upset customers go straight to you, with full context.

Honest version: it never issues a refund you didn’t approve, and it never invents an answer — if it doesn’t know, it passes the ticket to a human.

YOU'VE BEEN BURNED BY CHATBOTS. FAIR.

WHAT IT IS — AND ISN'T.

NO **Not a generic chatbot** that loops “I didn’t get that.” It runs on your products, your policies, your tone.

NO **It doesn’t make things up.** Every answer comes from your own data — no invented tracking dates, no fake promises.

NO **It won’t touch what it shouldn’t.** Refunds, discounts and angry customers stay in your hands.

NO **Not one more monthly subscription.** It runs on your own setup — a system you keep, not rent.

SAVE THIS SLIDE

4 LEAKS → 4 FIXES.

01 ~~“Where’s my order?” ×100/day~~ → Live tracking, answered in seconds

02 ~~11pm question, no answer~~ → 24/7 replies from your own data

03 ~~7 in 10 carts die~~ → Recovery in minutes, not hours

04 ~~Returns become 3 tickets~~ → Label + exchange in one reply

Every number here is sourced. Helpdesk-vendor figures (Gorgias) are their own platform data – treat as directional, not gospel.

START WITH ONE NUMBER

HOW MANY "WHERE'S MY ORDER?" LAST MONTH?

Send us 30 days of your support inbox. In 48 hours we'll show what an assistant would close by itself — and what it wouldn't. No pitch.

→ agencyforma.com

→ hello@agencyforma.com

↗ SAVE & SEND THIS TO YOUR TEAM