

consio.

AI Voice system deployments for Shopify stores

Cutting cost and driving more sales
through Phone engagements.



Table of content

Introduction **03**

Executive summary **04**

Context and challenges for Shopify merchants **05**

Use Cases **08**

Deployment method **10**

Proof and vision **13**

Meet Consio **15**



Introduction

We have entered a new phase of e-commerce where speed and trust are the baseline.

Speed and trust now define ecommerce. Shoppers expect instant answers and real-time reassurance, and uncertainty around shipping, returns, sizing, product fit, or payment quickly drives hesitation and cart abandonment. For Shopify merchants, support is no longer a cost center but a driver of conversion, retention, and margin.

This white paper presents a practical AI Voice Agent deployment model for Shopify, showing how leading brands reduce support costs with 24/7 automation and generate incremental revenue through human-led outbound campaigns, delivering results in days.



Philippe Roireau
Founder, Consio

Executive Summary

Shopify merchants are operating in a market where shoppers expect two things at the same time: instant answers and high-trust guidance. When uncertainty appears (shipping, returns, sizing, product fit, payment issues), customers do not wait. They hesitate, they bounce, and too often, they leave with a cart abandoned.

In ecommerce, support is not only a cost center. It is a conversion lever. Phone is becoming a high-performing ecommerce channel again because AI plus Shopify context make it scalable, measurable, and profitable without building a traditional call center. Consio is building that missing layer: a Shopify-native phone platform that turns conversations into conversions and upgrades customer experience.

What Consio unlocks

- Reduce support costs by automating repetitive inbound requests with a 24/7 ecommerce customer service software experience powered by an AI voice agent.
- Recover revenue by converting hesitation into trust, and by enabling human follow-up on high-intent segments like abandoned cart, abandoned checkout, post purchase upsell...

Who it is for

- Stores with meaningful pre-purchase and post-purchase questions (WISMO, returns, sizing, product advice)
- High AOV brands that need reassurance and guidance to close
- Subscription businesses where retention, upgrades, and support volume matter

Key insight

- To make voice work at scale, you need what we call commerce voice context: Shopify-native understanding of the customer, the order, the cart, and the policies. Without that context, voice becomes expensive, inconsistent, and hard to attribute. With that context, voice becomes a new revenue channel.

➔ **Commerce voice context is what lets the agent understand. Abilities are what let the agent act.**

Context and challenges

In ecommerce, for Shopify merchants, the line between sales and support is thinner than most teams admit. Every customer question is a buying signal, and how quickly and confidently it's handled can determine whether intent converts or disappears.

Before purchase

Support questions are often sales objections in disguise:

- "Will this arrive in time"
- "Which size should I take"
- "What is the return policy"
- "Is this compatible with my setup"

When those questions are not resolved quickly, hesitation builds, and hesitation becomes abandonment. That is how a conversion-ready session becomes a lost checkout, and a shopper becomes one more abandoned cart.

After purchase

Support questions are often sales objections in disguise:

- "Where is my order" (WISMO)
- "How do I return this"
- "Can I change my address"
- "Can I cancel or pause my subscription"

This volume slows response times and drives up refunds, chargebacks, costs, and churn. When service is treated separately from revenue, teams optimize the wrong thing. The best Shopify teams treat every interaction as a moment to protect margin and build trust

Why support equals conversion?



The limits of text channels (email, chat, SMS)

Why phone has been underused in ecom

Context and challenges

Most Shopify merchants build their support and retention stack around: Email tickets and helpdesk workflows, shopify live support chat, social DMs, SMS and sometimes an ecommerce ai chatbot.

These channels are necessary, but they struggle at the moment of truth:

- Text is often too slow when intent is high, especially at checkout
- Text is less reassuring than a real-time call for expensive or complex purchases
- Text flows are easy to ignore, even when the shopper is genuinely close to buying

When a customer needs nuance, reassurance, or a recommendation, the fastest path is still a conversation.

Why support equals conversion?

The limits of text channels
(email, chat, SMS)



Why phone has been underused in
ecom

Context and challenges

Phone is powerful, but historically underused by Shopify merchants for three key reasons, especially since before purchase, support questions are often sales objections in disguise.

01

Staffing and cost

Building a phone team feels like building a call center. Many brands avoid phone entirely or outsource ecommerce support, cutting costs but often losing context, brand voice, and long-term conversion value.

02

No Shopify-native context

Generic phone tools are not built for Shopify. Without cart, order, and customer context, agents spend time searching, customers repeat themselves, and the experience feels disconnected.

03

Unclear attribution and ROI

If you cannot tie conversations to outcomes, voice becomes a black box. Merchants want to know what drove revenue, what reduced tickets, and what improved retention.

Voice AI plus Shopify integration make phone measurable, scalable, and profitable.

Why support equals conversion?

The limits of text channels
(email, chat, SMS)

Why phone has been underused
in ecom



Use Cases

Consio is built on a clear model: inbound and outbound have different jobs, and they are handled differently.

- Inbound is handled by our AI voice agent, 24/7
- Outbound is handled by humans using Consio's ecommerce power dialer

Abandoned cart #19992 \$170.00
Last updated 2 hours ago

Ripple Pro Bottle Metal \$120.50 × 1	\$120.50
Ripple Smart Bottle Blue / Medium \$69.00 \$49.50 × 1	\$49.50
Subtotal	\$224.50
Discount	-
Shipping	-
Estimated tax	-
Total	-

Active on site - New Customers Active

Status	Call	Agent	Disposition
Call ended	4th	Alex Johnson	Closed sale
Call ended	3rd	Alex Johnson	Closed sale
Call ended	1st	Alex Johnson	Closed sale
No answer	2nd	Alex Johnson	Voicemail left
Call ended	2nd	Alex Johnson	Closed sale
Call ended	1st	Alex Johnson	Closed sale
Call ended	3rd	Alex Johnson	Closed sale
Call ended	1st	Alex Johnson	Closed sale
Call ended	1st	Alex Johnson	Closed sale
Call ended	1st	Alex Johnson	Closed sale

Guy Hawkins completed an order

Order #1054 \$231.90
Oct 23, 2025 at 3:33 am

Paid Fullfilled

2 hours ago

Hello Guy,
This pairs perfectly with your cleanser.
Want me to add one?

✓ Delivered · 2 min ago

Awesome! Yes please!

Just now

Guy Hawkins viewed Smart Fitness Tracker Pro 3 times

Enrolled by Klaviyo

Call scheduled by campaign Hot Leads Follow-up

Alex Johnson started a call

Connected
1:24

Hi Guy, this is Alex from Skin Care. I'm calling because I saw you were checking out the Face Cleanser earlier today. Just wanted to see if you had any questions about the product or about your order. I'm here to help if anything was unclear or if you need guidance before completing your purchase."

Summary

Common inbound flows (AI voice agent, 24/7)

Inbound is about speed, clarity, and safe escalation. The AI voice agent answers instantly using Shopify context, and increasingly, it can also complete tasks through what we call abilities.

Common inbound flows

- Automated order status and tracking (WISMO), shipping updates, delivery expectations
- Returns, exchanges, cancellations, policy questions
- Product questions, sizing, fit guidance, compatibility
- Store operations (hours, pickup rules, address) and 24/7 FAQ hotline
- Overflow and after-hours coverage when your team is offline
- Assisted phone checkout and lead qualification via phone when a shopper calls mid-purchase
- VIP call escalation when intent, AOV, or customer value is high
- Intelligent call transfer using NLP, so the right calls reach the right humans fast
- Ability-powered resolution for common requests (for example, cancellations, edits, and subscription updates), with confirmations and safeguards

High impact outbound campaigns

Outbound is a revenue motion. Humans lead because closing and recovery require judgment, the right tone, and persuasive, context-aware conversations that build trust and drive action.

High impact outbound campaigns

- Cart and checkout recovery calls
- Hot lead follow-up and open draft order follow-up calls
- First-time buyer welcome and post-purchase upsell and cross-sell
- Product replenishment reminder and loyalty or subscription upgrade
- Failed payment save call and churned customer win-back
- VIP customer outreach and seasonal promotion calls



Consio is a modern Shopify call platform that answers every call, captures context, routes high-value moments, and resolves requests end-to-end.

Deployment method

Fast deployment (day 0)



Stabilization loop (days 1 to 3)

Launch outbound as a revenue channel (days 4 to 10)

Goal

Get a working voice channel live with safe guardrails.

Deliverables

- Install and connect the Shopify app to sync products, orders, customers, and policies
- Create your AI agent in Consio and set an agent name plus a clear greeting message
- Add behavior guidelines that match your brand tone (friendly, concise, no jargon, confirm details when unsure)
- Connect your knowledge base so the agent can answer accurately using workspace sources
- Provision a phone number and configure routing with hours and fallback rules
- Enable the AI agent on the number so it can answer calls automatically
- Define escalation rules and which abilities are enabled today, using VIP, high AOV, and intent keywords, with confirmation rules

Output at end of day 0 :

- A live inbound line that answers 24/7 with Shopify context and your brand voice
- A consistent, reviewable setup (greeting, behavior guidelines, and knowledge sources)
- A clear escalation path so high value conversations are routed to your team, not dropped or mishandled
- A clear foundation to progressively enable abilities over time, starting with safe transfers and moving toward task completion

Deployment method

Goal

Improve accuracy quickly through tight feedback.

Daily routine (30 minutes)

- Identify the top 10 misunderstandings or edge cases
- Review transcripts and call summaries
- Identify the top 10 misunderstandings or edge cases
- Adjust policies, wording, and escalation triggers
- Confirm the AI voice agent is answering consistently in your brand tone

Fast deployment (day 0)

Stabilization loop (days 1 to 3)



Launch outbound as a revenue channel (days 4 to 10)

The key is cadence. The fastest results come from small daily improvements, not a long setup project.

Deployment method

Fast deployment (day 0)

Stabilization loop (days 1 to 3)

Launch outbound as a revenue channel (days 4 to 10)



Goal

Recover revenue fast with a simple, human-led outbound motion.

- Launch one campaign only (abandoned cart or abandoned checkout)
- Use a short script focused on resolving the main objection and closing
- Add voicemail drop and one clear follow-up step for no-answers like SMS
- Track connect rate, conversion on connected calls, and revenue per call
- Review outcomes daily and refine targeting and script based on what you hear

Guardrails (trust, control, scale)

A good voice program is not “AI everywhere”. It is clear boundaries

- AI voice agent handles inbound FAQs and routine requests
- Humans handle outbound revenue conversations
- High value moments always escalate to your team
- Everything is logged, summarized, and reviewable

This is how voice becomes scalable without sacrificing control.

Vision

Our Vision & what we have already proven

We are building Consio because we believe the next era of ecommerce is conversation-led. The future is not “more messages”. It is better moments:

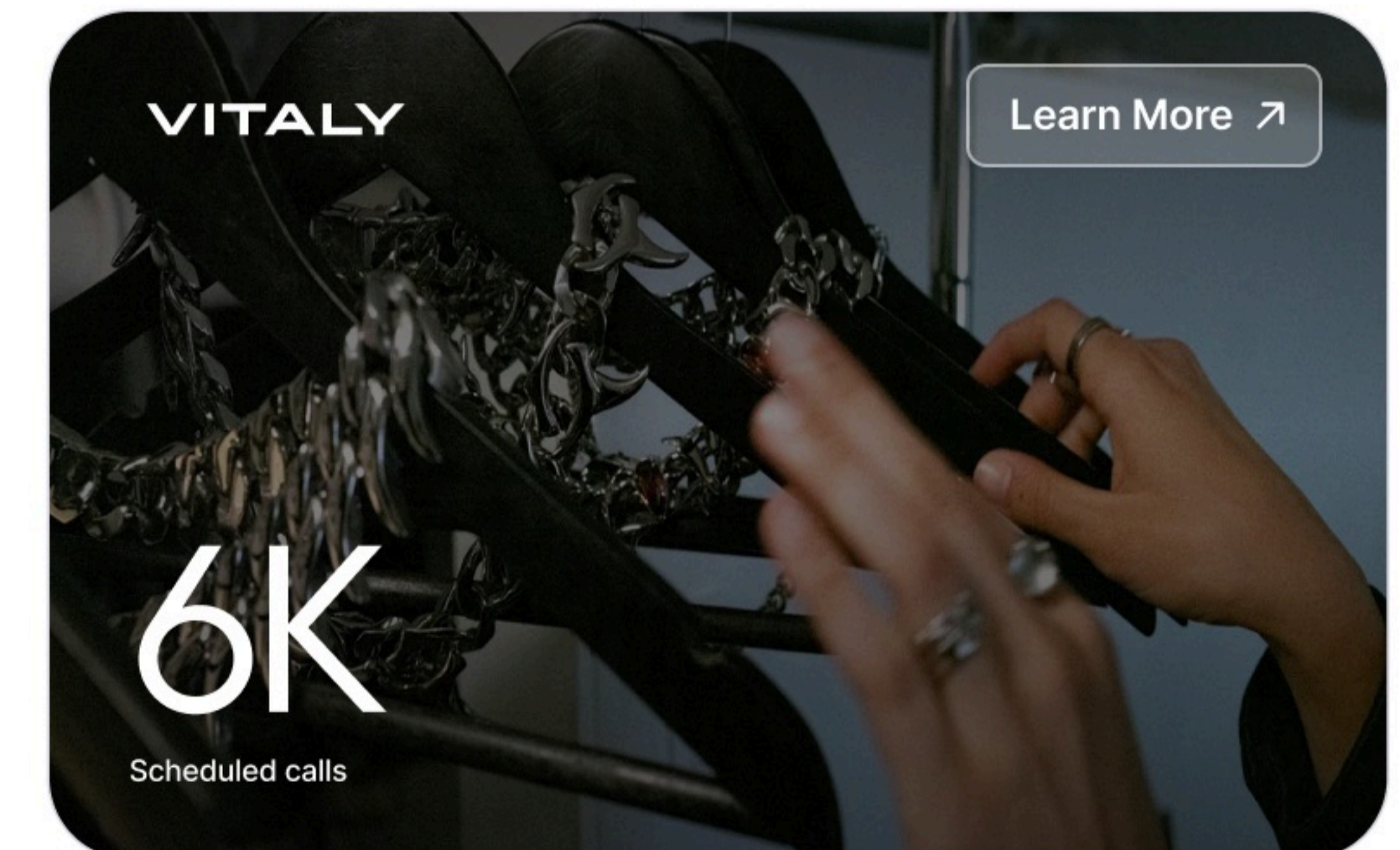
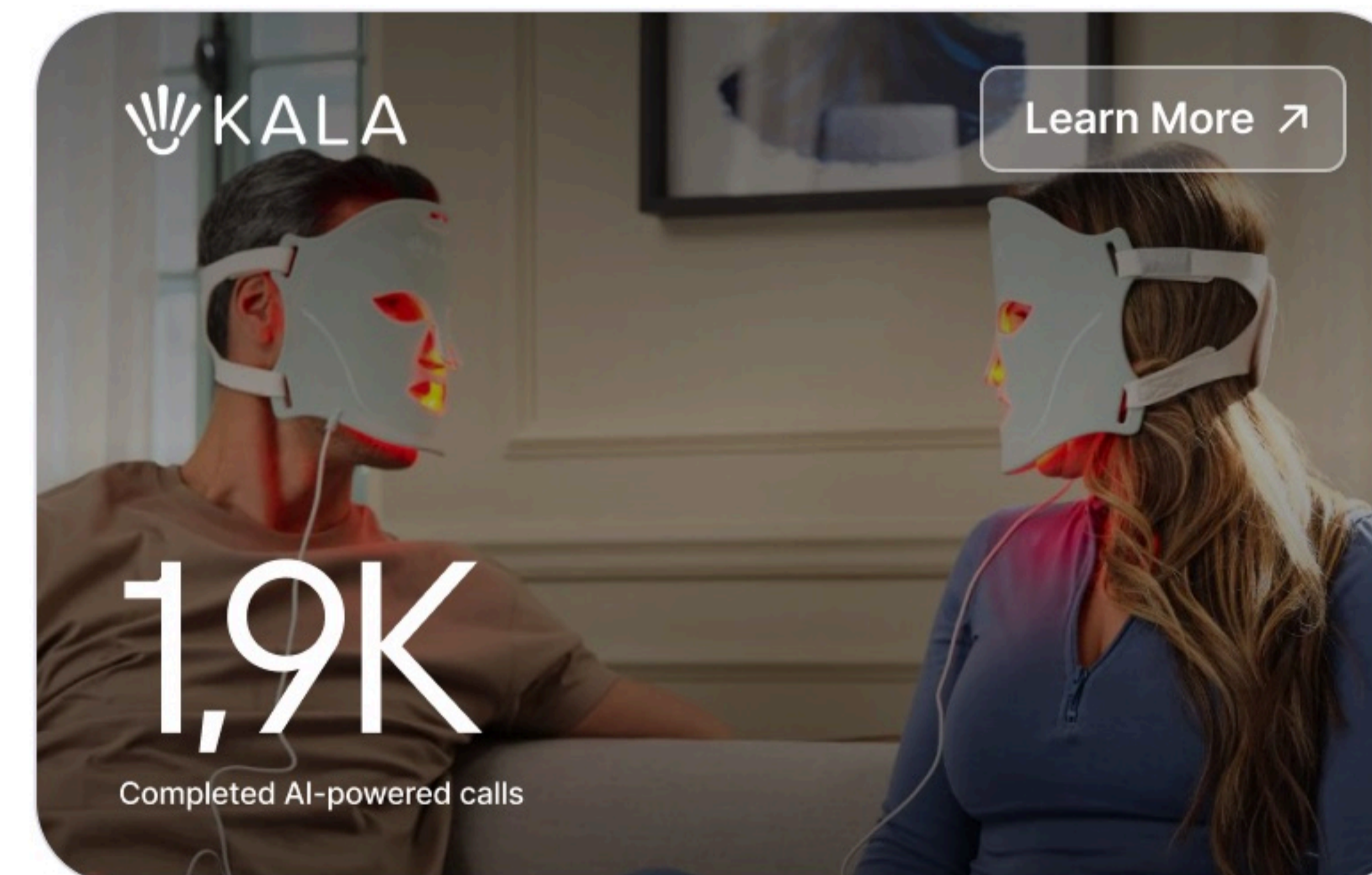
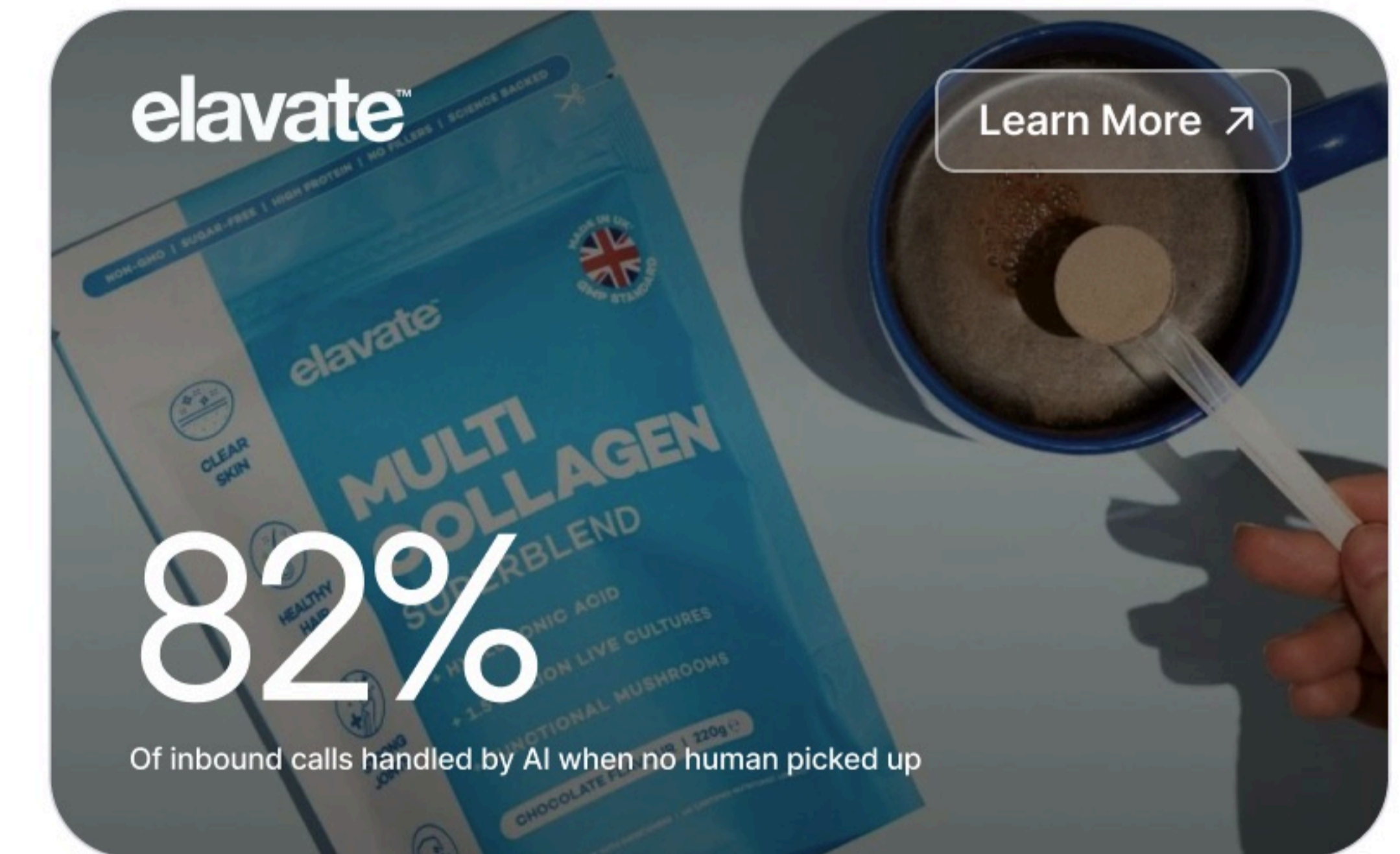
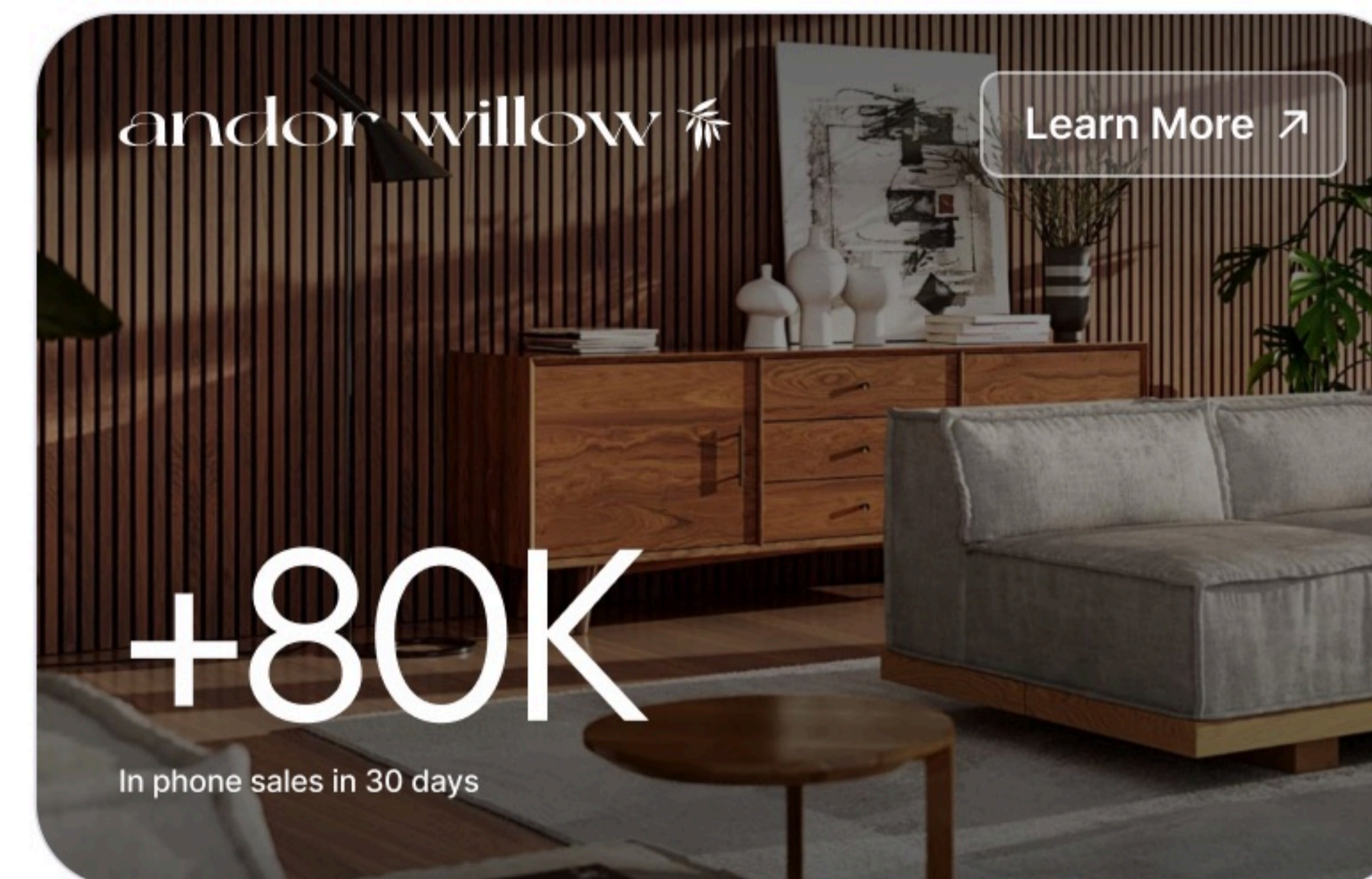
- Every inbound call answered instantly, with Shopify context
- Every high-intent lead receiving a perfectly timed human follow-up
- Every conversation turning into insight that improves scripts, pages, policies, and retention

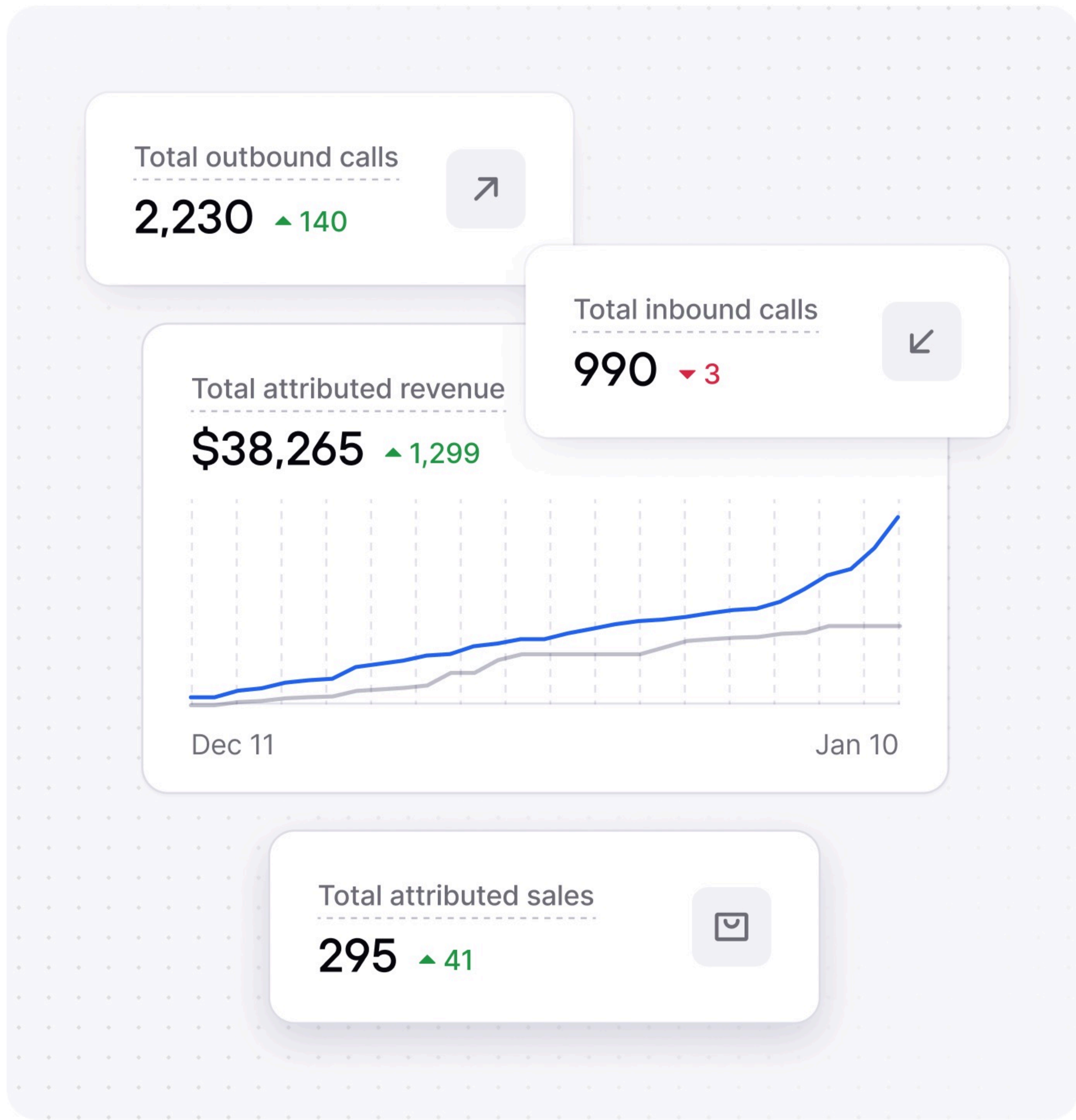
We believe the future of ecommerce support is not only instant answers, but instant outcomes. That is why Consio is building a growing library of abilities so the AI voice agent can complete real actions during calls, starting with intelligent transfer, and expanding toward workflows like cancellations, order edits, and subscription edits. The result is fewer tickets, faster resolution, and a better experience without increasing headcount.

➔ **In that world, the Shopify call center is not a cost center. It is a growth engine.**

Proof

Some of the results we have achieved with our clients





Next Steps

If you want to validate voice quickly, start with two workflows:

- Inbound: WISMO, returns/exchanges, and policy questions (AI voice agent, 24/7)
- Outbound: abandoned cart recovery (humans with power dialer)

Then measure, iterate, and scale.

➔ If you want to get started, you can reach ash@consio.ai or [book a demo here](#)

consio.

Ready to run revenue with AI?

[Get started](#)

[Book a demo](#)

Consio is the call platform for ecommerce, for inbound and outbound calls. The AI Voice Agent answers calls 24/7, handles FAQs, qualifies and books using AI IVR, then routes high-intent calls to a rep with Shopify context. For outbound calls, run segmented campaigns (abandoned checkout, VIPs, high-AOV) with a power dialer and automated voicemail drops. The AI Hub centralizes calls, adds AI summaries, and ties calls to Shopify orders.