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What home & living Shopify brands can learn from Andor Willow and Polysleep

Home & living brands rarely lose the sale because shoppers are not interested. More often, they lose the sale because of a last-minute question regarding delivery times, returns, dimensions, assembly, materials, and product suitability, all factors that can create enough uncertainty to delay or even derail the decision.

In this guide, you'll learn

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What makes home & living different is that the risk feels bigger on both sides of the purchase: products are often bulkier, more expensive to ship, harder to return, and more dependent on fit, room dimensions, installation, or visual compatibility.

In other words, in this guide, you'll learn, one unanswered question can block the order more easily than in a lower-friction category.

- Why home & living shoppers hesitate before buying,
- What Andor Willow and Polysleep did differently,
- Which questions AI can handle well, and when humans should step in,
- Which objections are worth resolving by phone,
- And what a home & living Shopify brand can automate, recover, and measure in the first 30 days

Why home & living buyers hesitate

Home & living is a high-consideration category.

Shoppers may be ready to buy, but pause when they are unsure about delivery timing, return conditions, dimensions, assembly, materials, or fit for their space.

These are not casual questions. They are decision-blocking questions.

That is why this category behaves differently from impulsive ecommerce categories. A shopper can want the product, trust the brand, and still abandon checkout because one unresolved concern creates too much risk. If the answer arrives too late, the moment is gone.

The pattern continues after purchase. Tracking questions, delivery coordination, exchanges, and returns create repetitive inbound volume. For many brands, the issue is not demand. It is the inability to resolve uncertainty quickly enough when it matters most.

The image shows a mobile notification for an abandoned cart. At the top, it says "Abandoned cart" with a green checkmark icon and "Checkout link sent" with a green checkmark icon. Below this, it says "Sent via SMS just now". The cart items are listed as follows:

Item	Price
Ripple Carry Bottle 600ml White \$39.99 × 1	\$39.99
Ripple Glass Bottle 750ml Transparent \$59.99 \$43.50 × 1	\$43.50
Subtotal	\$83.49
Discount	–
Shipping	–
Total	\$83.49
To be paid by customer	–

At the bottom, there is a button that says "Copy checkout link" with a copy icon and a share icon.

How does Consio help home & living brands?

Consio helps home & living brands run phone as a commerce channel across both support and sales.

On the inbound side, the AI Voice Agent answers calls using Shopify context. That allows brands to resolve commerce-specific questions such as FAQs, order status, delivery expectations, return conditions, and product details without making shoppers wait for an email reply or leave a chat window open.

In Consio's inbound support playbook, the AI Voice Agent handled 70–80% of inbound calls when no human picked up, which is a stronger reflection of the support coverage the product can create. And because every call can trigger an automatic AI SMS, the conversation does not have to stop on the phone: tracking links, product information, or order updates can be sent instantly, with context from the call.

On the outbound side, teams can call high-intent shoppers. That includes abandoned checkout visitors, sample buyers, trade applicants, and other segments where a short conversation can remove friction quickly.

Follow-up SMS can then reinforce the conversation with the right link, policy page, or checkout reminder. Today, that flow is stronger than a manual call-and-follow-up workflow because Consio also gives teams AI Dialer Assistant for live outbound guidance, automatic call summaries and transcripts, and Attributed Orders (order ID, status, amount, date) so they can see which calls, voicemails, or SMS touchpoints actually influenced revenue.

The practical value is straightforward:

- Shoppers get answers faster,
- Support teams reduce repetitive phone load,
- Commercial teams can act on high-intent moments,
- And brands gain a clearer view of what phone is actually influencing. For support teams already working in a helpdesk, Consio can also push calls into Zendesk, Gorgias, Kustomer, or Richpanel so the call does not live outside the rest of the customer record.

Case studies

Lessons from Andor Willow and Polysleep

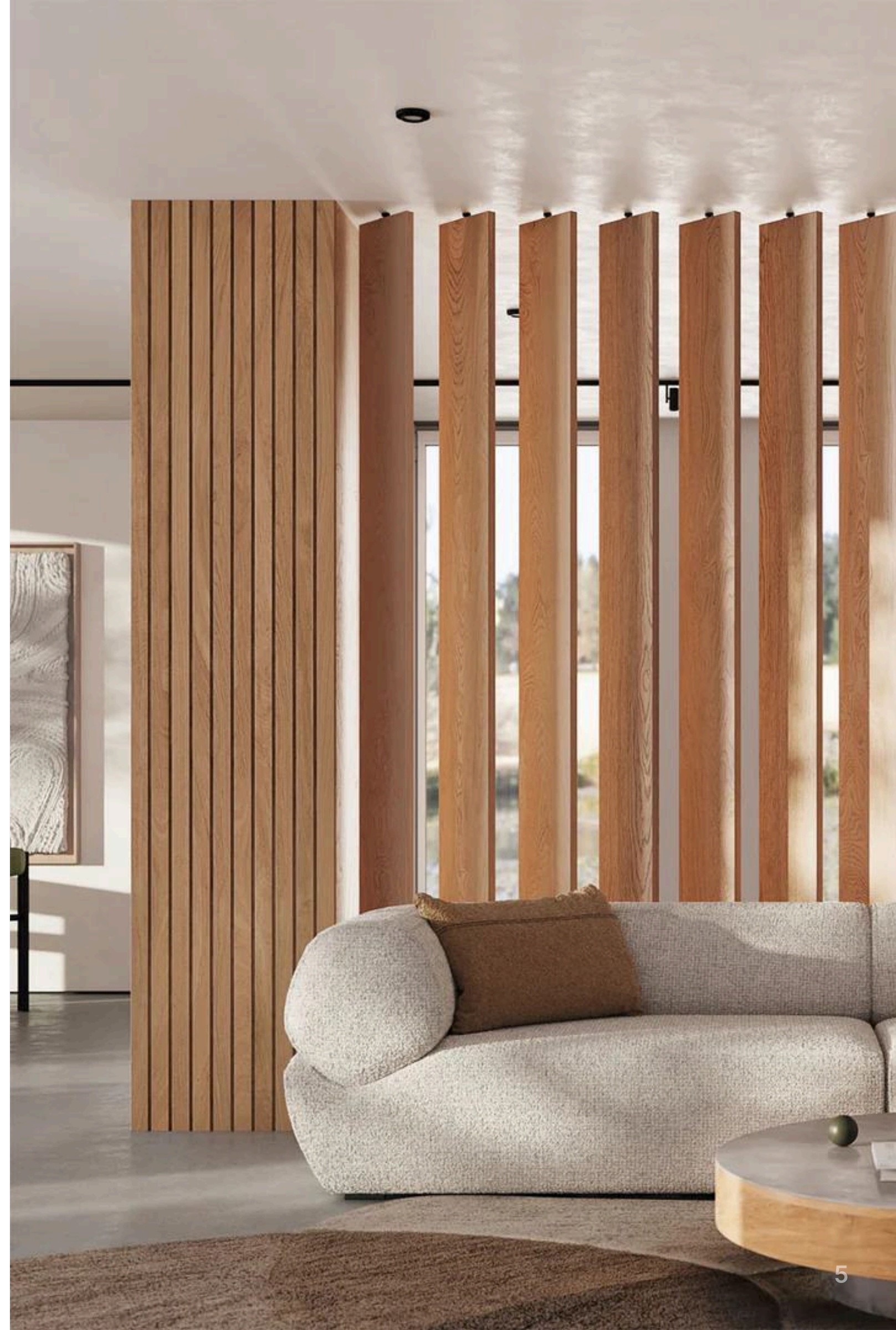
Andor Willow

From high-intent shoppers to repeatable revenue.

Andor Willow sells premium interior design products, where buyers often need reassurance before purchasing, especially on product details, delivery expectations, and fit for their space. Before Consio, many of these high-intent moments were handled through text-based channels, where delays led to drop-off. With Consio, Andor Willow added an AI-first phone layer for inbound calls, with instant policy- and catalog-aligned answers, plus human escalation for complex or high-intent cases.

In January, 1,696 calls generated \$200,471 in revenue.

- Results came from multiple repeatable use cases:
 - Trade applicants: 25.9% connection rate, 24.05% conversion, \$120,095 revenue
 - Checkout recovery: 21.88% connection rate, 23.66% conversion, \$32,876 revenue
 - Samples delivered: \$9,268 revenue
- Active on site: \$5,295 revenue



Polysleep

Turning hesitation into recovered revenue

Polysleep faced a classic home & living challenge: shoppers reached checkout with strong intent, then paused due to hesitation, most commonly around delivery, returns, and product suitability. The issue was not demand; it was uncertainty at the moment of decision.

Polysleep used Consio to launch a focused abandoned checkout recovery motion led by human agents. Agents called high-intent shoppers with full visibility into cart contents and customer context, allowing them to address the real objection quickly and guide shoppers back to checkout. The program was deployed fast, 2 days to complete onboarding, and produced immediate results.

In the first week, Polysleep made 166 outbound calls and generated \$14.4K in phone sales within 5 days of launching

In parallel, in the same month, Polysleep used an inbound AI Voice Agent, Jessica, as a fallback to ensure every inbound call was answered: 15 inbound calls, 28m 52s total talk time, 2 sales, and \$1,459 in revenue.



Can an AI voice agent handle delivery and returns questions?

Yes, for a meaningful share of inbound volume.

In home & living, many inbound questions are repetitive, rules-based, and time-sensitive. They matter, but they do not always require human persuasion.

AI handles this

- Order status and shipping updates,
- Delivery expectation questions,
- Brand- and policy-grounded return conditions,
- Store policies and FAQs,
- Catalog and product-fit questions,
- Installation basics when clearly documented,
- Routing callers to the right team,
- And follow-up SMS with links, product pages, or policy pages.

Human handles this

- Price objections and negotiation,
- Complex delivery constraints or exceptions,
- High-value or emotionally sensitive purchases,
- Trade or B2B conversations,
- Edge-case returns or refund disputes,
- Fit, compatibility, or recommendation questions where certainty matters,
- And closing the sale when reassurance and judgment matter most.

The rule of thumb is simple: AI is effective when the answer is clear, documented, and repeatable. Humans matter more when the conversation involves nuance, judgment, or commercial risk.

Objection playbook

Checkout objections worth resolving by phone

1. Delivery timing & scheduling

Shopper says:

“Will it arrive before Friday?” / “Can I schedule delivery?”

What they mean:

“If delivery is uncertain, I won’t risk it.”

AI voice agent’s role:

- Confirm ZIP/postal code and provide the most reliable ETA window (standard/express/white-glove if applicable).
- Keep it concise; escalate if delivery is complex (stairs, apartment constraints, appointment delivery).

Human agent’s role:

- Clarify the deadline and offer alternatives (in-stock variant, expedited option, split delivery).

SMS the AI can send during or right after the call:

- Checkout link + ETA summary + one-line policy reference.

Consio features

- Shopify context + AI SMS + smart routing / human handoff.

2. Returns for bulky items (mattress/sofa)

Shopper says:

“How do returns work?” / “Is return pickup included?”

What they mean:

“I’m afraid I’ll be stuck with it.”

AI voice agent’s role:

- State return window and conditions (trial/packaging/eligibility)
- Explain the process (label, pickup scheduling where applicable).
- Offer to verify eligibility by product category or region.

Human agent’s role:

- Handle edge cases (opened box, exchanges vs refunds) and provide reassurance to close.
- If the case depends on a specific exception, region, or product condition, hand off to a human agent.

SMS the AI can send during or right after the call:

- Returns policy link + checkout link.

Consio features:

- Knowledge Base grounding + AI SMS + human handoff for exceptions.

3. Fit / size / dimensions (space compatibility)

Shopper says:

“Will this fit my space?” / “Is it compatible with my bed frame?”

What they mean:

“I need certainty.”

AI voice agent’s role:

- Ask for 2–3 inputs (room/doorway width, bed size) and surface the documented product dimensions or compatibility guidance available in the catalog or knowledge base; if the answer is not explicit, escalate rather than guess.

Human agent’s role:

- Do a quick qualification and recommend the right variant; reduce risk via exchange/returns guidance.

SMS the AI can send during or right after the call:

- Product dimensions + exact product or variant link + checkout link.

Consio features

- Improved product search + direct product / variant links by SMS + Shopify context.

4. Materials / safety / durability (certifications, off-gassing, warranty)

Shopper says:

“Is it safe?” “Does it off-gas?” “How long will it last?”

What they mean:

“I need credibility.”

AI voice agent’s role:

- Provide factual answers grounded in the knowledge base (materials, certifications, warranty). If sensitive/medical or not explicitly documented, use cautious language and escalate.

Human agent’s role:

- Reassure and contextualize expectations without overclaiming.

SMS the AI can send during or right after the call:

- Certification/warranty link + product link.

Consio features:

- Knowledge Base grounding + documented answers only + escalation when needed.

5. Assembly / installation complexity

Shopper says:

“Do I need tools?” “How hard is it to install?”

What they mean:

“I don’t want hassle after delivery.”

AI voice agent’s role:

- Provide documented time estimate, tools required, setup steps, and service option (white-glove) if available.

Human agent’s role:

- Recommend service/add-ons and reassure with typical completion time.

SMS the AI can send during or right after the call:

- Installation guide link + service option + checkout link.

Consio features

- Knowledge Base + AI SMS follow-up + human handoff for more specific installation questions.

6. Price / value / comparison

Shopper says:

“It’s too expensive.” / “I’m comparing options.”

What they mean:

“Convince me it’s worth it or give me a reason to buy now.”

AI voice agent’s role:

- Reframe value using store context (warranty, durability, materials, delivery quality, trial/returns). If promotions are active and documented, the AI can confirm what applies; if discount negotiation begins, escalate.

Human agent’s role:

- Diagnose the real blocker (budget vs skepticism vs urgency), reinforce value, and close with a next step. If permitted, offer a limited-time incentive or discount code only within brand guardrails.

SMS the AI can send during or right after the call:

- Checkout link + 1–2 value bullets; if allowed, promo/coupon details + clear expiry language.

Consio features:

- Shopify context + AI SMS + human handoff for negotiation.

What can Shopify brands launch in the first 30 days?

The goal is not to build a large phone operation from scratch. It is to get a commerce-ready phone workflow live quickly, with minimal lift from the brand team.

In practice, Consio handles most of the heavy lifting. The team helps connect Shopify, configure the AI Voice Agent, provision the phone number, set up AI IVR and smart routing, define transfer paths, enable AI SMS, and connect the relevant helpdesk when needed. Consio can also use the brand's existing website and knowledge sources to structure the information the AI needs, so the brand does not have to build the system manually from zero.

A typical rollout looks like this:

Days 1–2

Consio gets the core setup live: Shopify connection, AI Voice Agent configuration, routing and escalation logic, AI SMS, knowledge sources, and helpdesk integration if relevant.

Week 1

The team reviews transcripts, summaries, routing paths, and follow-up behavior to refine answers, improve escalation logic, and strengthen AI coverage on real customer conversations.

Week 2

The brand launches one focused outbound motion, usually abandoned checkout recovery or another high-intent segment, with live guidance and a clear SMS follow-up pattern.

Weeks 3–4

The team measures what is working across support and sales: connection rate, conversion rate, revenue per call, AI answer share, support coverage, and attributed outcomes from calls, voicemails, and SMS.

By day 30, a home & living brand has live inbound support, clear outbound motion, and measurable phone performance without building the workflow alone.

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That is the lesson from Andor Willow and Polysleep. Phone works best when brands know which moments matter, which questions AI can handle, when a human should step in, and how to measure results.

Ready to unlock phone-driven growth? [Book a demo with Consio.](#)

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