

AI Customer Support Chatbot Example for E-commerce Brands

Tumble Living delivers 24/7 AI customer support without extra staff

Tumble Living uses CustomGPT.ai for 24/7 AI customer support and product guidance on its e-commerce site. Grounded in Tumble's own product data, the assistant answers rug sizing, washer fit and care questions, and powers the industry's first AI rug size guide.

1,000s

Support tickets resolved by AI

24/7

Coverage, with no extra staff

10+ min

Per conversation, handled by AI instead of an agent

THE CHALLENGE

Personalized service, limited to Eastern time hours

Tumble wanted to personalize every interaction, but its live support team only worked Eastern time hours.

The company needed a secure, accurate, always-available AI solution that could handle inquiries and guide customers on product sizing, fit and care.

WHAT TUMBLE NEEDED

Always-on support.

Help for shoppers outside staffed hours.

Accurate product guidance.

Sizing, washer fit and care, from Tumble's own data.

On-brand answers.

A voice that sounds like Tumble.

No engineering.

Deployment the team could run itself.

HOW TUMBLE SOLVED IT

An AI agent grounded in Tumble's product data

Embedded FAQ agent.

A chatbot on the homepage answers common questions and deflects tickets.

Data-driven sizing help.

A spreadsheet of washer brands and models lets the AI tell customers whether a rug will fit their machine.

The first AI rug size guide.

An industry first that helps customers find the right product instantly.

Tuned brand persona.

The team keeps refining prompts so every answer matches Tumble's tone.

ABOUT TUMBLE LIVING

Justin Soleimani and Zach Dannett started Tumble to bring a fresh, customer-centric approach to an industry that had stayed the same for centuries. The brand sells premium washable rugs direct to consumers.

AT A GLANCE

INDUSTRY	TEAMS	FEATURES USED
E-commerce, direct-to-consumer washable rugs	Customer support and marketing	Sitemap integration, anti-hallucination, custom persona, live chat embed

WHY GENERIC AI CHATBOTS FALL SHORT IN E-COMMERCE

AI hallucination, product accuracy and brand voice

- 1 No invented product specs.

Answers come from Tumble's verified product content, not general internet data.
- 2 Care advice that fits the product.

The AI follows Tumble's own care documentation for each rug.
- 3 Knowledge that stays current.

The sitemap connection keeps product information up to date.

RESULTS

Traditional e-commerce support vs AI-powered support

DIMENSION	TRADITIONAL LIVE SUPPORT	WITH CUSTOMGPT.AI
Availability	Business hours only	24/7
Response speed	Minutes to hours	Instant
Scalability	Limited by headcount	Handles any volume
Washer compatibility	Requires specialist knowledge	Database-driven
Marketing insights	Siloed in support systems	Chat logs reviewed for intent

Customers spend about 10 minutes per session with the AI agent and get accurate answers without a live rep. Marketing reviews chat logs to spot customer needs and sharpen messaging.

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The only thing the customer typed in was “Spaghetti Stain,” just these two words, and the GPT replied with “We know that this is a big problem” and “This is how you clean spaghetti stains off a Tumble rug.” It kind of blew my mind.

Rachel Chen

DIRECTOR OF STRATEGY AND MARKETING, TUMBLE LIVING

WHY IT WORKED

- Complete knowledge.

Sitemap import and data integration.
- Trusted answers.

Anti-hallucination and security.
- No-code control.

Fast deployment and tuning.
- Help in place.

Live chat where shoppers need it.

ABOUT CUSTOMGPT.AI

CustomGPT.ai is a no-code platform for building AI agents that answer only from an organization's own content: documents, websites and knowledge bases. Every answer is grounded in verified sources with citations, and the platform is SOC 2 Type 2 and GDPR compliant. Organizations use it for customer support, internal knowledge search, website chat and more, across help centers, apps and the API.