



A LAIVLY CASE STUDY

# Using Generative AI to Personalize Online Review Responses at Scale for a Major Beauty Brand



**71%**  
More Reviews Handled per Hour



**48%**  
Fewer Hours Required for the Same Volume



**89%**  
Capacity Increase for Additional Cases

## Performance Objective

Whether online reviews are positive or negative, responding to them is a great way for a brand to connect with its customers. Responding to reviews and ratings builds trust and loyalty—but only if responses are on-brand, helpful, and feel authentic. Laivly Smart Response, which leverages generative AI and proprietary language filters, made it possible for a global beauty brand to create custom personalized review responses faster and with more consistency.

## Where They Needed Help

Effectively addressing concerns raised in critical reviews or recommending products to complement customer favorites creates rapport and improves brand perception. However, drafting these responses from scratch was time-consuming for agents. Brand voice was not always consistent across agent responses and finding the right alternative or complementary products to recommend could be cumbersome.

## Here's What We Did

Sidd, Laivly's digital intelligence, assisted the brand's customer service agents by eliminating manual steps of their workflow, allowing them to focus on personalization and empathy for an outstanding customer experience. By integrating process automation, machine learning, and generative AI, Sidd simplified the ratings and reviews workflow for agents. Sidd analyzed each review, then drafted a selection of on-brand responses—including alternative or complementary product recommendations when appropriate. Agents could then select a Sidd-generated response that reflected the right sentiment, modify or personalize it further to suit the situation, and reply to the customer. This helped agents respond to more cases per hour.



**40%**  
AHT Reduction



**\$48K**  
Net Monthly Savings

## Results

When Laivly began working with this company, the baseline agent handle time per review case was 400 seconds. Using Sidd, agent handle time improved to 234 seconds. Productivity initially increased from 9 to 13 reviews per hour (RPH), and with continued use, this metric increased to 15.4 RPH. After implementing Sidd, 3,422 cases were handled in 220 hours versus the 422 hours it used to take. This means that for every 500 hours staffed with agents supported by Sidd an additional 4,001 cases can be resolved.

## Agents Love Laivly!

"Sidd is definitely a time saver. When doing ratings and reviews, I no longer cringe!"



"It certainly made my job a lot easier. Sidd brings all the info where I need it without copying and pasting. Really helpful. Thank you!"



"I love the fact that you do not need to login to Bazaarvoice each time—Sidd logs into each brand for you!"

