× ACTIVE ALIGNERS | DENTAL PRODUCTS · AI AND LIVE CHAT

Smiles and Support Made Effortless with Spur's AI & Live Chat!

Discover how Active Aligners used Spur's AI and Live Chat features to streamline customer support, automate responses, and even drive sales, all without increasing their support team size.

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14-day free trial, no credit card needed.

Active Aligners
Dental products · AI and live chat

1
Human support teammate

Support channels	WhatsApp + web
Support workflow	AI + human

KEY TAKEAWAYS

- Train AI on website information, FAQs and product knowledge.
- Answer routine questions in WhatsApp and website live chat.
- Active Aligners reduced repetitive work for its single support teammate, with human handoff available.

Ask an AI about this story — ChatGPT | Claude | Perplexity

CHALLENGE	One support teammate had to handle a growing volume of repetitive questions.
SOLUTION	Train a support AI, add it to WhatsApp and website chat, and hand complex conversations to a person.
RESULTS	✓ Routine questions handled automatically ✓ More time for the human support teammate

HOW THE WORKFLOW WORKS

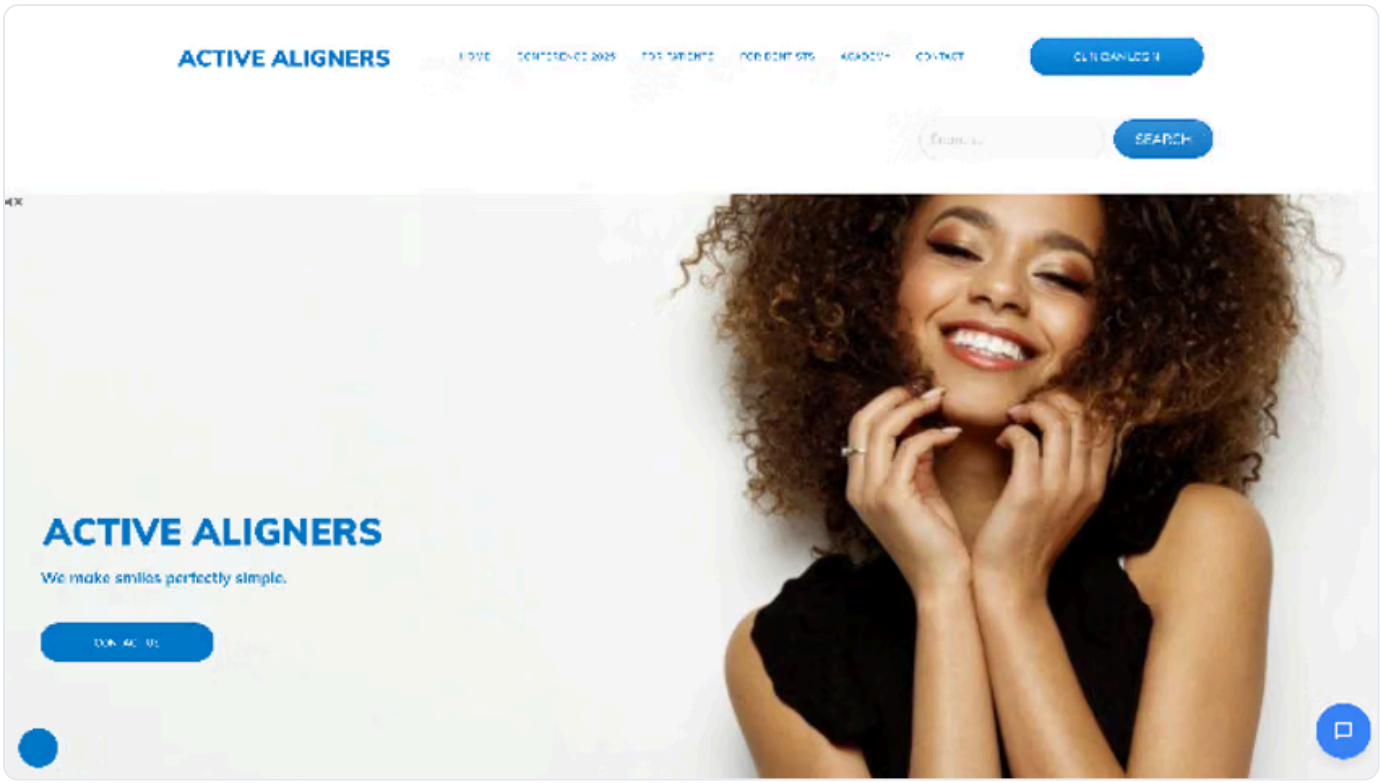
STEP 1
Train on support knowledge

STEP 2
Answer routine customer questions

STEP 3
Hand complex requests to the team

At Spur, we're all about empowering businesses to connect, engage, and convert their audience seamlessly. We've seen brands achieve explosive growth with our tools, whether it's generating massive ROI like Eves & Gray or scaling social media presence like Dt. Abhishek. Today, we're excited to share the story of Active Aligners, a brand that's making beautiful smiles accessible and discovered how Spur's cutting-edge AI and Live Chat features can make customer support and sales just as simple!

Active Aligners' Background: Crafting Confident Smiles



Active Aligners' Homepage

Active Aligners is a brand dedicated to providing **affordable, quality orthodontics through clear aligners**, focusing on the philosophy "For Dentists by Dentists". They specialize in clear aligners designed for aligning teeth in a predictable, smooth, and comfortable manner, prescribed by dental professionals. Their system involves wearing a series of aligners for 22 hours a day for 1 to 2 weeks per stage to achieve optimal alignment.

The Challenge: An Overwhelmed Support Hero

Even with a mission as clear as their aligners, Active Aligners faced a common hurdle: **managing customer inquiries efficiently**. They had a fantastic product, but their support structure relied on **just one person** to handle *all* customer support requests. This single individual was responsible for replying to everyone, which, as you can imagine, could get **quite overwhelming**. They needed a way to scale their support without exponentially increasing their team, ensuring no query went unanswered and freeing up their support champion for more complex tasks.

The Spur Solution: Unleashing the Power of AI & Live Chat!

Active Aligners turned to Spur, and we knew exactly how to help them tackle their support challenge head-on. The solution was simple, yet powerful: **deploying a Spur AI agent and integrating Live Chat** on their website.

SPUR

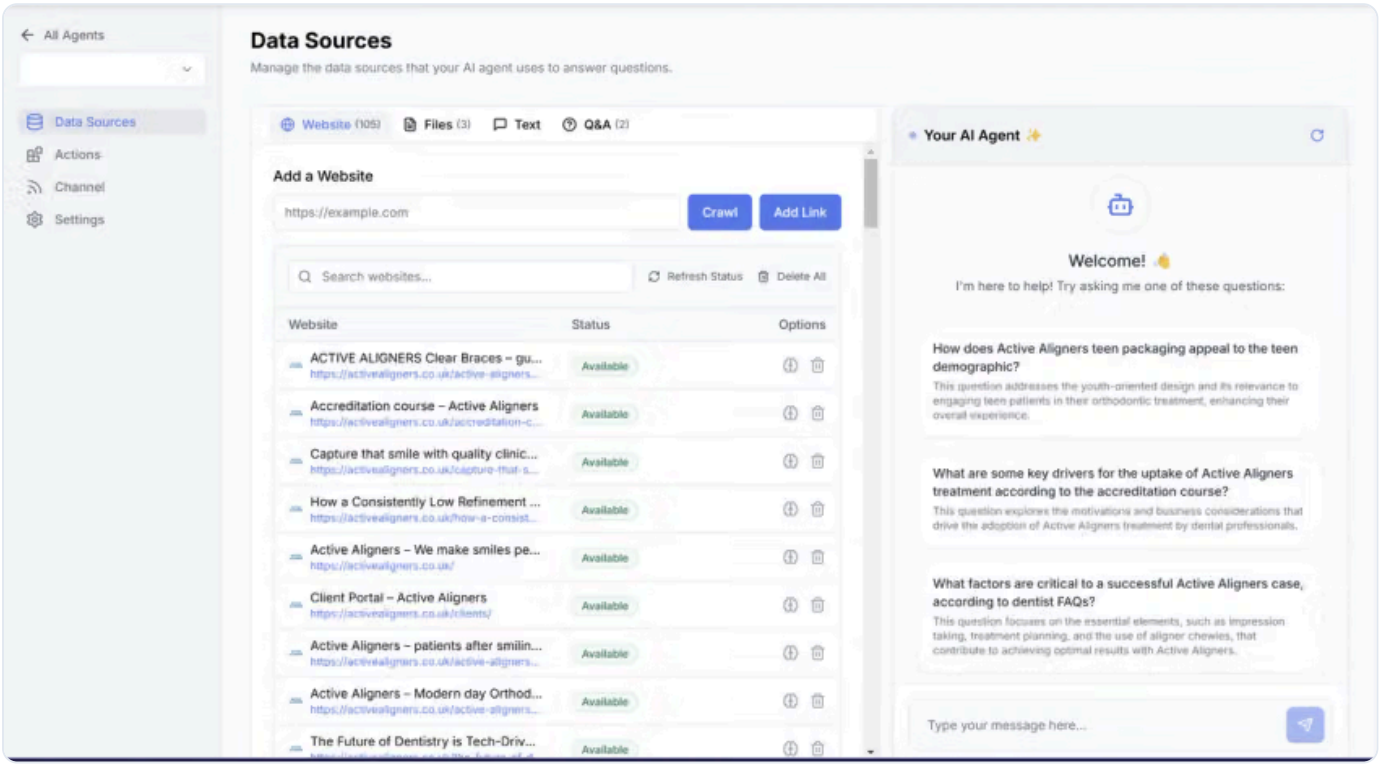
Keep human help within reach.

Connect AI answers with live chat and inbox handoff for the questions that need your team.

Book a demo ›

Spur's AI Agent: A 24/7 Expert on Demand

Our AI feature allows you to **create intelligent agents** that can handle a multitude of tasks around the clock. And that's what Active Aligners set up!



Active Aligners just gave us their homepage, and their entire website was crawled instantly!

- **Knowledge is Power:** They fed the AI agent knowledge by **training it on their website data**. Spur AI can crawl a website URL to scan the site and learn about products, policies, FAQs, and more. This process usually takes just a few minutes and runs in the background. Beyond the website, Active Aligners also added knowledge through **Q&A pairs** (for common queries like pricing) and by **uploading files** (like internal guides or detailed product specs). You can even paste information directly using the text option. The more relevant data you provide, the smarter your agent becomes.
- **Putting Knowledge into Action:** Spur's AI agents aren't just knowledgeable; they can *do* things! Active Aligners leveraged actions like **opening a ticket** in the shared inbox, allowing the AI to hand the conversation over to a human agent if needed. Beyond this, the agent can also **collect leads**, enabling the AI to ask anonymous website visitors for their name and phone number right at the start of a chat, capturing valuable lead information. There's even the ability to **create your own AI action through the help of webhooks**, virtually making it so that the sky is the limit with what you can do!
- **Deploy Anywhere:** The beauty of Spur's AI agent is its versatility in deployment. Active Aligners connected their agent to **both WhatsApp and their website's Live Chat**. This means customers can interact with the AI on the platform most convenient for them. And while it wasn't relevant to them, the agent can be deployed on multiple websites, WhatsApp accounts, and even Instagram and Facebook!

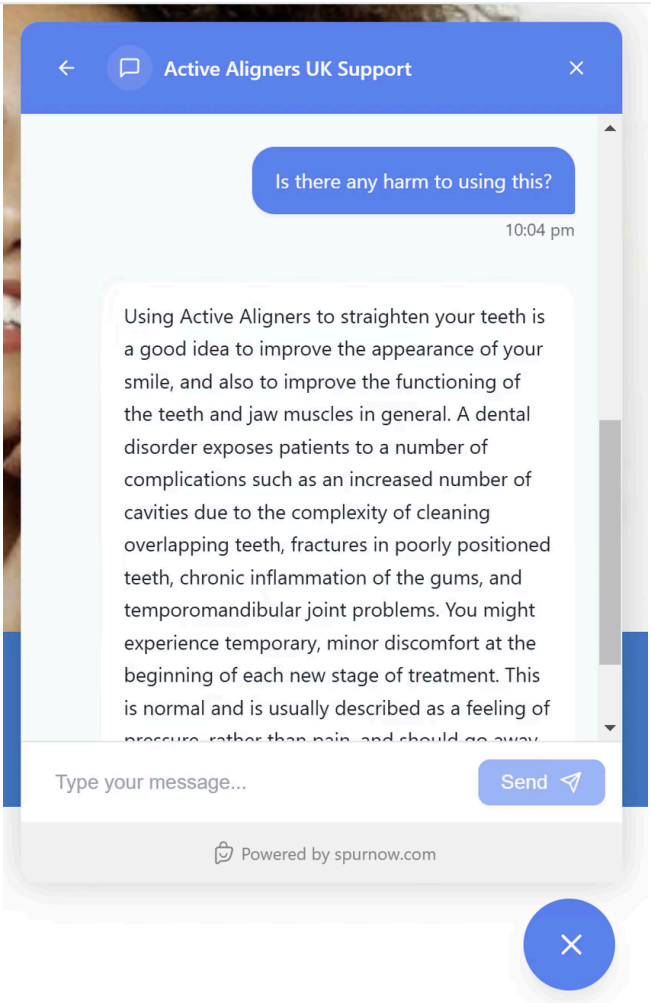
SPUR

Give your support team room to focus.

Train AI on your products and FAQs so routine questions do not take over every conversation.

Book a demo ›

Spur's Live Chat: Instant Help, Right on Your Website



Live Chat for Active Aligners in Action!

Why should a customer leave your website just to ask a question? With Spur's Live Chat, they don't have to! This feature allows people to **talk directly from your website** by clicking a chat icon. Active Aligners added this to their site, providing an **icon on the bottom right** that visitors can click to talk with the AI agent.

- **Seamless Integration:** Adding the Live Chat widget is straightforward. You create a channel in Spur's settings, give it a name and website URL, and then embed it on your website by just copy-pasting the script!
- **Full Customization:** Active Aligners named it's agent “Active Aligners UK Support”, and could further configure the widget to match their brand, setting the **color**, uploading a **logo image**, and customizing the message placeholder and **welcome message**. They could even add **quick questions** (like "Tell me about your best sellers") that users can simply tap on. Social links for WhatsApp and Instagram can also be enabled directly in the widget.

The Results: Reduced Burden, Boosted Efficiency

Results at a glance

Human support teammate	1
Support channels	WhatsApp + web
Support workflow	AI + human

By deploying the Spur AI agent on both WhatsApp and their website Live Chat, Active Aligners saw immediate and significant improvements.

- **Support Burden Reduced:** The AI agent is now handling the **bulk of queries** that are repetitive or about products, meaning the single support person **does not have to deal with them** as much. This has significantly reduced the burden on their support team.
- **Automated Responses:** Questions about products, pricing, and general information are now handled **automatically** by the AI.
- **AI as a Sales Agent:** Because the bot is **well-versed in the products and services** offered by Active Aligners, it doesn't just provide support – it also **acts as a sales agent**. It can pitch products and services to website visitors, effectively serving as a **funnel to gain customers**.

Active Aligners successfully transformed their customer interaction strategy. By leveraging Spur's AI to handle routine inquiries and act as a sales assistant, and by integrating Live Chat for instant on-site communication, they dramatically improved efficiency and freed up their human support resource.

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Conclusion: Ready to Automate Support and Drive Sales?

Active Aligners' story is a powerful testament to how Spur's AI and Live Chat features can simplify complex operations. By taking on the repetitive queries and even stepping into a sales role, their AI agent significantly reduced the strain on their human team, allowing them to focus on more impactful work.

If you're facing similar challenges with scaling your support or engaging website visitors, Spur has the tools to help. Our AI agents, trainable on your specific business data, and our customizable Live Chat widget can transform your customer interactions and drive growth, just like they did for Active Aligners.

Ready to empower your support team and capture leads around the clock?

Get Started with Spur Today!

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

Start for free >

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Meta Business Partner

Shopify Partner

- 14-day free trial
- No credit card needed
- Connects to Shopify in minutes
- WhatsApp billed per delivered message