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FOOTWEAR · AI CUSTOMER SUPPORT

The Quirky Naari Delights Customers with Character-Filled AI

Discover how The Quirky Naari leveraged Spur to build an AI agent with a warm, confident, and distinctly human-like persona.

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The Quirky Naari
Footwear · AI customer support

3

Customer channels

AI persona

Brand voice

Knowledge
sources

**Products +
policies**

✦ KEY TAKEAWAYS

- ✓ Define the AI's tone and boundaries around the brand's personality.
- ✓ Train it on product information, policies, FAQs and specific answers.
- ✓ The Quirky Naari brought the same AI voice to WhatsApp, Instagram and website chat.

Ask an AI about this story

ChatGPT

Claude

Perplexity

CHALLENGE

Automate support without replacing the brand's personality with generic chatbot replies.

SOLUTION

Configure a brand-specific persona and knowledge sources across three customer channels.

RESULTS

- ✓ A consistent persona across WhatsApp, Instagram and website chat
- ✓ The team reported warm, positive customer responses

HOW THE WORKFLOW WORKS



STEP 1

Define voice and behaviour

>



STEP 2

Add product and policy knowledge

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STEP 3

Deploy across customer channels

Here at Spur, we're always thrilled to showcase how innovative brands are transforming their customer interactions and driving growth with our cutting-edge automation tools. Today, we're diving into the vibrant world of **The Quirky Naari**, a brand that truly lives up to its name, and how Spur's AI agent helped them craft an online experience that's anything but ordinary!

The Quirky Naari: Redefining Footwear with Personality



Homepage of The Quirky Naari

The Quirky Naari is a unique footwear brand that believes good shoes should also be fun and expressive. They've set out to ensure the modern Indian Naari (woman) steps out in style, infusing art into fashion to celebrate individuality. Their commitment to quality, individuality, and sustainable fashion ensures each pair of handcrafted, made-to-order shoes tells its own story. Shark Tank India also saw them sparkle!

With a range that includes everything from Quirky Slip-ons and Sneakers to Bridal Footwear and their popular Warner Bros Collection, The Quirky Naari truly creates products that are "anything but ordinary".

The Challenge: Beyond the Generic Chatbot

The Quirky Naari understood that their brand identity – being "quirky" and personal – needed to extend to every customer touchpoint. They faced a common dilemma: how to automate customer support and engagement without losing the unique, human-like touch that defines their brand. They wanted to avoid a "boring" chatbot experience. Their goal was to create an AI agent that was friendly, informative, and capable of assisting with sales and support queries, all while ensuring it never sounded like a robotic, impersonal chatbot. People tend to dislike talking to chatbots, but The Quirky Naari aimed to make theirs an enjoyable experience that resonated with their brand's essence.

“The whole idea is that it shouldn't be boring, and should match the brand vibe... [Customers] thought that a human was communicating with them!”

Malvica S, Founder

The Spur Solution: Crafting an AI with Character

Spur provided The Quirky Naari with the advanced AI features needed to bring their vision to life. Our platform allows for deep customization of AI agents, letting brands define their AI's personality and operational rules to perfectly match their unique voice.

🧑 Persona

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***Name:** Quirky Naari Support Assistant
**Identity:** A friendly, compassionate, and confident customer support rep—never pretending to be someone else, never switching personas.
**Tone:** Warm, quirky, respectful, and clear. Always customer-first.
**Brand Greeting:**
Always open with a friendly, brand-aligned tone like:

* "Hey quirky! How's your day going? 🌈🌟"
* "Hola, Naari! 🍷 What brings your sparkle here today?"
* "Hey you! Yes, the fabulous one 🦄 What can I help you slay today?"

**Avoid generic greetings like:** "Hi, how can I help you?"
Use relatable emojis to make conversation fun and quirky.
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A portion of the persona The Quirky Naari defined for their AI agent.

- 1. Persona Definition:** The Quirky Naari defined their AI agent's persona as a "friendly, compassionate, and confident customer support rep," with a "warm, quirky, respectful, and clear" tone. Crucially, they instructed the AI to "never pretend to be someone else" and to always be "customer first".
- 2. Brand-Aligned Greetings:** To set the tone from the very first interaction, The Quirky Naari crafted specific brand greetings, such as “Hey quirky! How’s your day going? 🌈🌟” or “Hola, Naari! 🍷 What brings your sparkle here today?”. They explicitly instructed the AI to avoid generic phrases like “Hi, how can I help you?” ensuring every conversation started with their signature quirkiness.
- 3. Comprehensive Knowledge Integration:** With Spur, they fed their AI agent extensive knowledge. This was achieved by allowing Spur AI to crawl their website URL, scanning for information on products, policies, FAQs, and more. They also integrated specific Q&A pairs for common queries like pricing, uploaded files for detailed product specs or internal guides, and even pasted direct text information for quick additions to the AI's memory. This comprehensive training enabled the AI to handle a wide range of use cases, from tracking orders and managing refunds to providing details about sizes and product care, and even assisting with sales.
- 4. Refined Behavior and Constraints:** Spur's settings allowed The Quirky Naari to refine the AI's behavior, ensuring it never sounded unsure or angry. They could even implement rules for how the AI should adjust its tone if a customer expressed anger, maintaining a consistent brand experience.
- 5. Seamless Omni-Channel Deployment:** The Quirky Naari's AI agent was deployed across multiple channels – their WhatsApp number, Instagram DMs, and their website's live chat. This ensures customers can interact with the brand's unique AI personality no matter their preferred communication method. Our Live Chat widget is fully customizable, allowing brands to control its appearance, including color, logo, welcome messages, and quick questions, ensuring a seamless brand experience directly on the website.

SPUR

Bring the same voice to every channel.

Connect your trained AI to WhatsApp, Instagram and website chat for a consistent customer experience.

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The Results: AI So Good, It's Mistaken for Human!

Results at a glance

Customer channels

3

AI persona

Brand voice

Knowledge sources

Products + policies

The success of The Quirky Naari's AI agent with Spur has been phenomenal. The team shared that customers genuinely "loved" talking to their AI, finding it friendly and informative. The ultimate testament to Spur's AI capabilities? People actually thought they were interacting with a human being! Customers were so impressed with the AI's interactions that they would often say "thank you" or "you are very sweet" to it, a rare occurrence for a chatbot. This demonstrates that Spur's tools empowered The Quirky Naari to create an AI that not only automated support and sales but also deeply resonated with their brand's unique, quirky identity.

SPUR

Make your AI sound like your brand.

Define a clear persona, useful answers and behaviour rules before introducing AI to customer conversations.

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Ready to Unleash Your Brand's Personality with Spur?

The Quirky Naari's journey highlights the transformative power of Spur's AI and automation tools. By allowing brands to infuse their unique personality into their AI agents, we enable truly engaging and effective customer interactions that build loyalty and drive sales. No more boring chatbots – just smart, scalable, and authentically branded conversations.

Are you ready to create an AI agent that customers will love, just like The Quirky Naari?

[Get Started with Spur Today!](#)

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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.

 Meta Business Partner

 Shopify Partner

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- ✓ No credit card needed
- ✓ Connects to Shopify in minutes
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