Carin

Your digital customer experience specialist

Give customer questions a source-backed reply.

Review customer messages alongside approved product and support information. Check reply drafts against their sources and identify missing facts or questions needing human support.

WHICH WORK DOES IT HELP WITH?

When product, sizing, care and support policies are scattered, preparing an answer takes longer. Exceptions and missing information need to reach the right person.

KEY WORKING AREAS

Approved product and support knowledge

Tickets, conversations and separate internal notes

Sourced drafts and human review

History, statuses and channel setup

IN THIS GUIDE

01 Purpose and working areas

02 Benefits for everyday users

03 Other users and team handoffs

04 Workflow and an example scenario

05 Actual screen and review points

06 Getting started, measures and scope

Updated: 6 November 2026

How could it help in your role?

These work profiles describe benefits. Account permissions and access scope are configured separately.

Customer support representative

Need: Prepare replies from the right sources and identify missing information.

Daily use: Link the inquiry to the correct product. Review the draft against original source excerpts; complete missing information or refer it for human support.

Main benefit: See what supports a reply and where more confirmation is needed in the same workspace.

Handoff and decision: Do not promise sizing suitability, refunds or payments without supporting information.

Product and knowledge-base owner

Need: Ground replies in current, reviewed product and support information.

Daily use: Review care, sizing, shipping and support records; maintain approval and validity dates and keep product information current.

Main benefit: Help representatives identify usable sources and reduce reliance on outdated information.

Handoff and decision: Source checks do not guarantee every statement; human review is still needed.

A QUESTION TO REVIEW TOGETHER

What information should support the reply, and what needs a human handoff?

Working across the team

These work profiles describe benefits. Account permissions and access scope are configured separately.

Support lead and exception reviewer

Need: See why a request cannot be resolved using standard information.

Daily use: Review escalated tickets, conversation history and separate internal notes. Record the reason for resolution or handoff.

Main benefit: Keep draft responses separate from business decisions and follow exceptions more clearly.

Handoff and decision: Refunds, payments and cancellations are not automatically executed by the application.

Brand and customer experience manager

Need: Understand recurring topics and the status of open inquiries.

Daily use: Review topic and status summaries from recorded inquiries. Use recurring information gaps to improve the knowledge base and team process.

Main benefit: Discuss which support information is missing and which topics need human assessment.

Handoff and decision: Record counts are not satisfaction scores or measured response times. This profile does not automatically grant manager access.

WHAT SHOULD THE NEXT PERSON RECEIVE?

The inquiry summary, approved source, reviewed reply draft and reason for resolution or handoff.

From a need to everyday use

This is a suggested sequence. Available screens and actions depend on your account access.

01 Prepare the knowledge base

Organise brand voice, approved support knowledge and relevant product records.

Review verification and validity dates.

02 Give the inquiry context

Record the customer message, topic, language and related products.

Internal notes and customer-facing replies are separate.

03 Review the draft and sources

Review the summary, draft reply, information request or recommendation for human review.

Check that citations match the product and question.

04 Complete human review

Edit and approve against current sources, or hand off when information is insufficient.

Source or conversation changes invalidate earlier approval.

05 Track the reply and outcome

Use the reply according to the pilot's enabled channel scope and record resolution or handoff reasons.

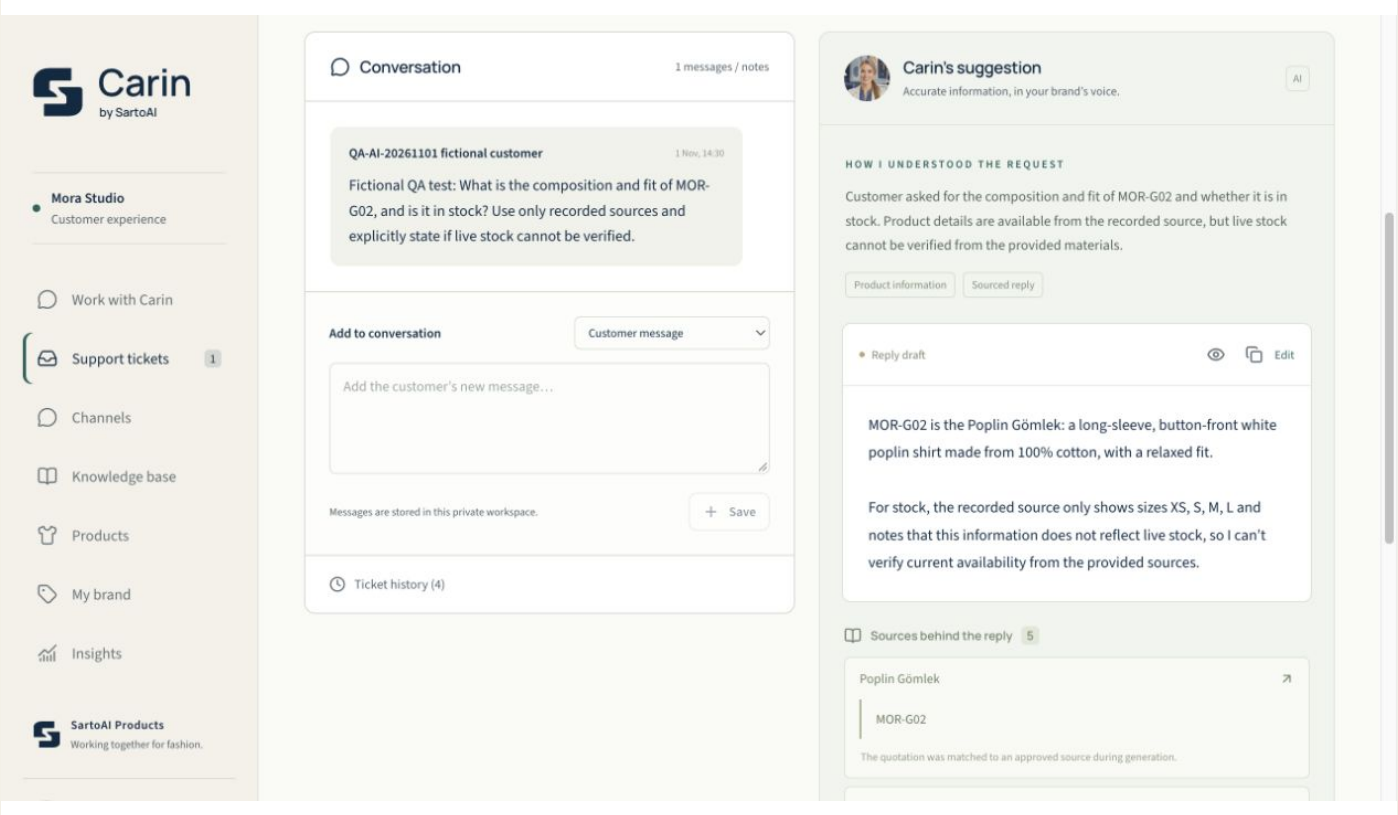
Live channel connections are not enabled in this pilot.

EXAMPLE SCENARIO / FICTIONAL

A customer asks about a fictional poplin shirt's composition, fit and availability. Carin presents the recorded 100% cotton and relaxed-fit details with sources. A size list is not treated as live stock; current availability needs separate verification.

Look inside the workspace

Read the example alongside the task and the information you need to check.



Application screen shown with fictional records.

A real AI reply to a fictional support inquiry. Composition and fit are grounded in the product record; the size list is explicitly not treated as live stock.

BEFORE MOVING THE WORK FORWARD

01 Check that the inquiry is linked to the correct product record.

02 Compare the reply with original source excerpts, which may use a different language.

03 Confirm missing information and manage approval and actual sending as separate steps.

Updated: 6 November 2026

Plan your first use

Choose a small real task, record the starting point and review the experience with your team.

BEFORE YOU START

01 Prepare current, approved information for a few common questions.

02 Complete representative product, care and sizing records.

03 Define topics requiring human review and the authorised decision-maker.

HOW COULD YOU ASSESS THE BENEFIT?

- Time to prepare a response draft
- Responses supported by sources
- Inquiries handed off for review and resolved

These are suggested measures, not achieved performance results or guaranteed savings.

SCOPE AND YOUR TEAM'S DECISIONS

WhatsApp and Instagram connection infrastructure is available; live channel accounts have not yet been connected in the pilot. Approving or copying a reply does not send it. Authorised staff verify live stock, refunds, payments and exceptions.

ACCESS AND NEXT STEP

Invited pilot · sign-in link sent to an invited email address.

Request a guided demo or a scoped pilot. We will review onboarding, usage and support needs together.

carin.sartoai.com

Updated: 6 November 2026