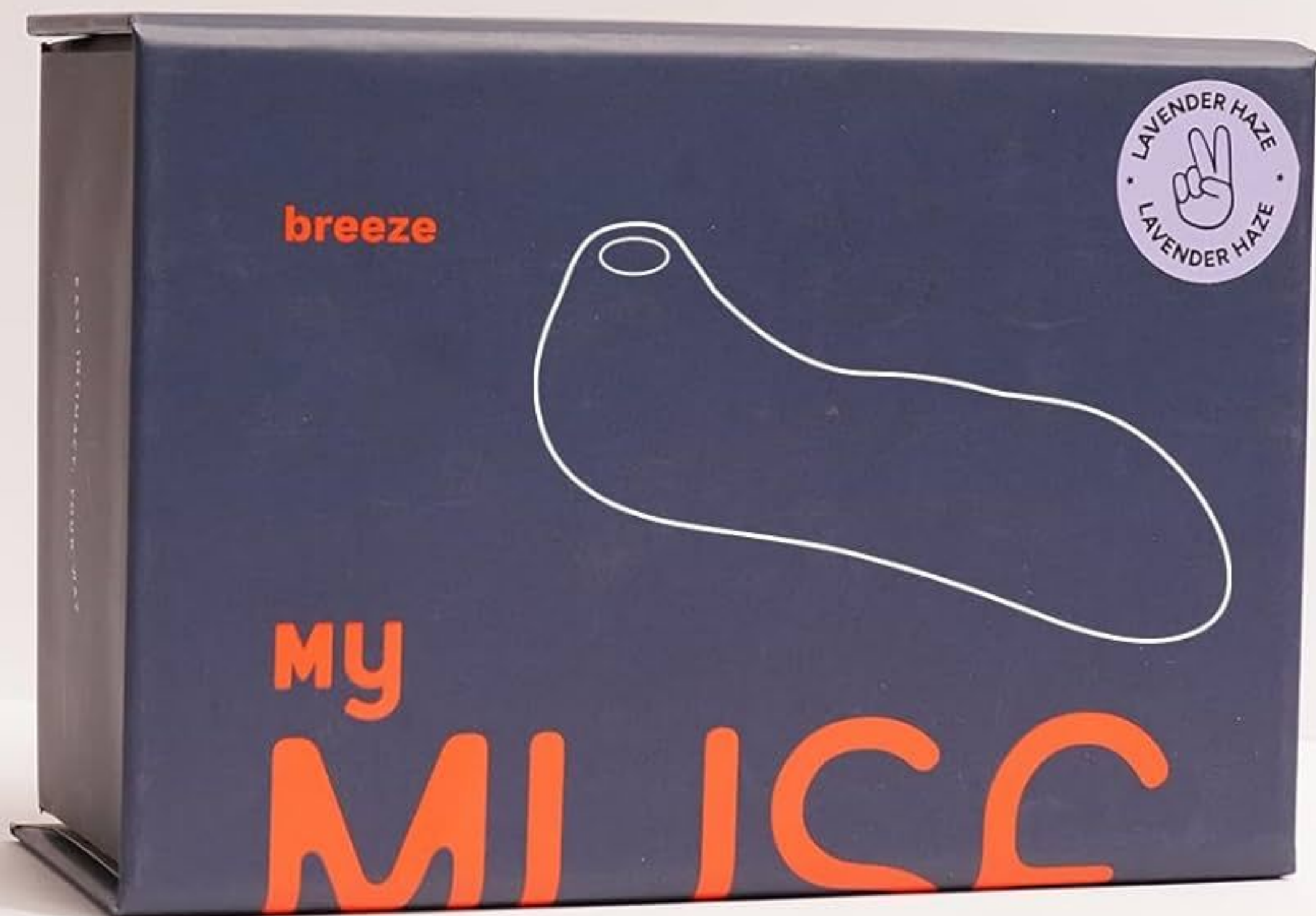CLICKPOST × myMUSE

How MyMuse Resolves NDRs in under 24 Hours with Parth

ClickPost's AI NDR Agent slashes manual workload

"For any brand aiming for high-level scaling, the introduction of AI into operations, where it's a fitting solution, is a must. ClickPost's Parth exemplifies this."

Sharad Narayanan
Operations Lead, MyMuse

About MyMuse

MyMuse is India's premier intimate wellness brand, specializing in discrete delivery and packaging for sensitive products. As a rapidly growing D2C brand, MyMuse faces unique challenges in logistics and customer communication, particularly during peak seasons like Valentine's Day when order volumes surge significantly.

The brand prioritizes customer privacy and discrete operations, making traditional customer service approaches challenging when dealing with failed delivery attempts and return-to-origin (RTO) scenarios.

Manual NDR Management Becoming a Bottleneck

Operational Inefficiencies

MyMuse's customer support team was caught in a hectic cycle of manual NDR follow-ups that consumed 2-3 hours daily per agent.

Peak Season Chaos

The challenges intensified during festive periods, particularly Valentine's Day season (January-March), when NDR volumes spiked dramatically. **30% of the orders were becoming NDR cases** leading to delayed follow-ups and extended working hours for the operations team.

"My team had to manually follow up for everything and it was taking away their bandwidth completely. In a day they spent two to three hours basically just following up with NDR cases"

Sharad Narayanan
Operations Lead, MyMuse

MyMuse's
Key Pain Points

Bandwidth Drain

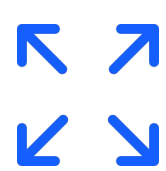2-3 hours daily per agent on manual NDR follow-ups

Peak Season Burnout

30%+ failed delivery attempts during Valentine's season

Delayed Resolutions

48-72 hours to resolve NDR cases manually

Scalability Issues

Unable to handle volume spikes efficiently

Team Efficiency

Core customer service quality affected due to NDR workload

CLICKPOST

ClickPost's Solution: Parth, the AI NDR Agent

MyMuse deployed ClickPost's Parth, an AI NDR agent that handles customer conversations with human-like interactions while maintaining complete API integration with courier partners.

Key Features Leveraged:

- **Conversational AI**
  Natural voice modulation and tone management

- **Discrete Communication**
  Aligned with MyMuse's privacy-first approach

- **Scalable Architecture**
  Handles volume spikes seamlessly
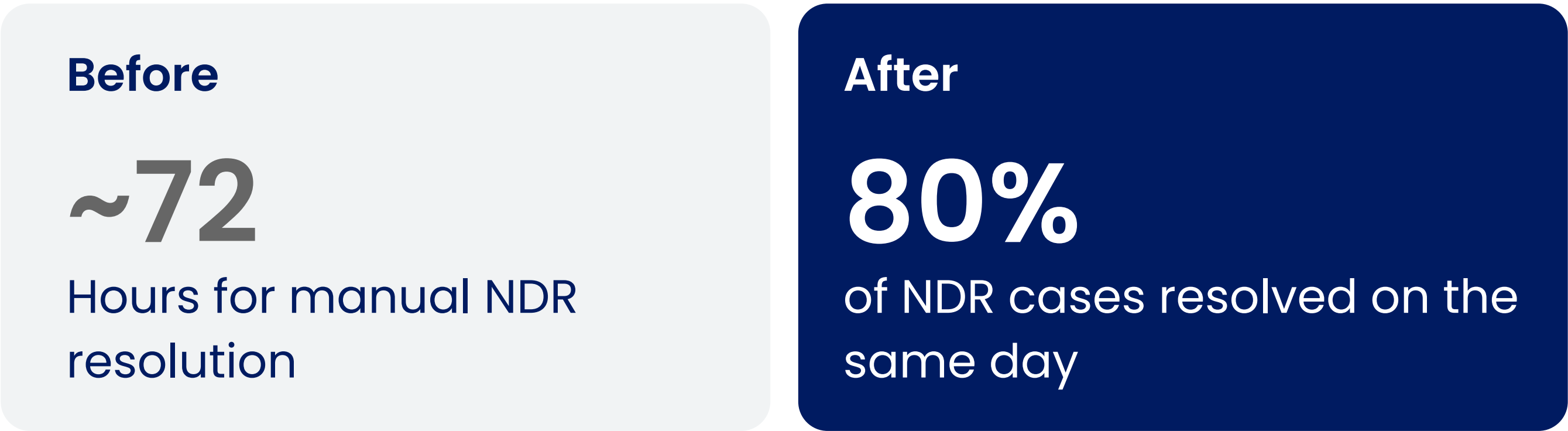
- **Real-time Integration**
  Instant updates to courier partners via API

- **24/7 Availability**
  Continuous NDR resolution without human intervention

"Parth is solely dedicated to managing our NDR resolutions. My team can now focus on core strategic initiatives"

Measurable Impact with ClickPost's Parth AI

Before

~72

Hours for manual NDR resolution

After

80%

of NDR cases resolved on the same day

Operational Efficiency Gains:

100% automation of NDR case management through Parth

24 hours resolution time for 80% of NDRs

2-3 hours daily per agent bandwidth freed up

Instant courier updates through API integration

Scalable handling of 30%+ failure rate spikes during peak seasons

CLICKPOST

Qualitative Impact: Beyond the Numbers

1

Seamless Customer Experience

Parth exceeded expectations, creating such natural interactions that customers were unaware they were speaking with AI. Its sophisticated voice modulation and contextual responses delighted users, with many even asking follow-up questions as if speaking to a human.

2

Enhanced Privacy & Discretion

Crucial for MyMuse's sensitive product category, Parth ensures complete customer privacy and discretion during NDR calls. It eliminated potential awkwardness and emotional complexity, maintaining MyMuse's high standards for discrete, professional communication.

3

Strong Organizational Adoption

Parth's success garnered significant leadership attention. Founders and senior management actively monitor its performance, highlighting the strategic importance of this AI solution and paving the way for broader AI adoption across MyMuse's operations.

"Parth is being discussed at the company level! We are quite excited since the start... our founders and all the senior members here at MyMuse are very keen. Everyday, we listen to Parth's call logs and observe how it is interacting with our customers."

Key Highlights for eCommerce Operations Leaders

MyMuse is already exploring additional use cases with ClickPost. This includes utilising AI to verify COD order addresses and their authenticity before dispatch.
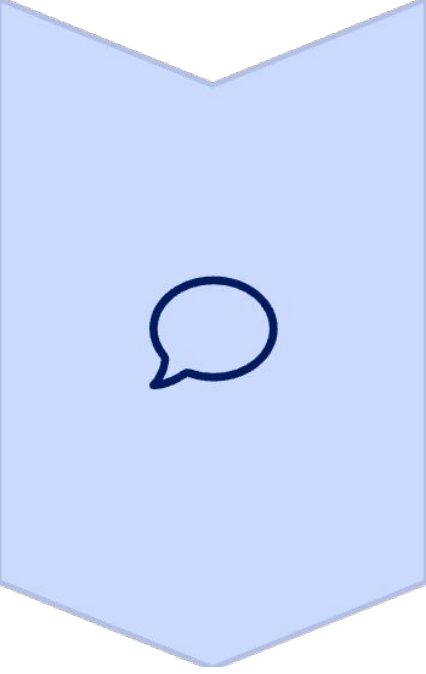
Parth: AI that talks Human
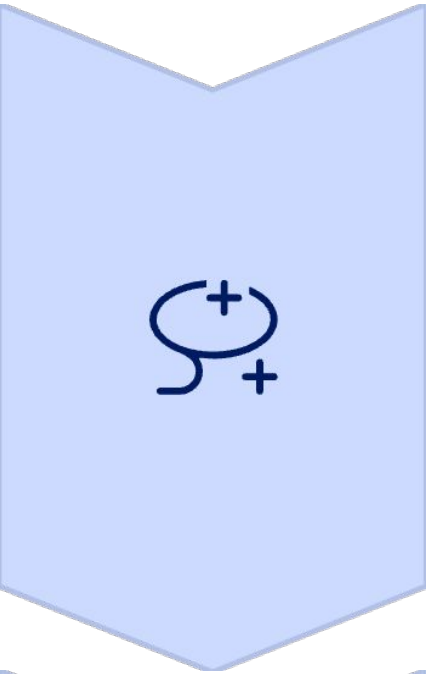
Complete Automation

100% of NDR cases handled by AI with 80% resolved in 24 hours

Scalability Unlocked

Handle peak season spikes without operational chaos

Team Efficiency

Free up 2-3 hours daily per customer service agent

About ClickPost

ClickPost is a logistics intelligence platform for modern retail and e-commerce. We connect businesses to over **500 carriers, managing 50M+ monthly shipments** for global leaders like Walmart, Adidas, and Nykaa, and 450+ other brands.

We provide unparalleled supply chain visibility and control, optimizing logistics for all fulfillment speeds, from traditional to quick commerce. ClickPost empowers brands with actionable intelligence for real-time decisions, transforming every delivery into a strategic advantage that drives efficiency and profitability.

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