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What jewelry Shopify brands can learn from Vitaly and Clock & Colours

Jewelry is a high-consideration category. Even if a customer loves the design, one unanswered question (about authenticity, fit, or shipping) can kill the sale. These items can be expensive, custom or engraved, and buyers expect clear answers on quality and handling.

In this guide, you'll learn

Jewelry is a high-consideration category. Even if a customer loves the design, one unanswered question (about authenticity, fit, or shipping) can kill the sale. These items can be expensive, custom or engraved, and buyers expect clear answers on quality and handling

Any last-minute doubt (Will this ring fit? Is it genuine? Can I return it easily?) can make a buyer walk away. Jewelry brands must remove these uncertainties before checkout or risk losing sales despite strong demand.

In other words, in this guide, you'll learn, one unanswered question can block the order more easily than in a lower-friction category.

- Why jewelry purchases carry extra friction: The key concerns (fit, authenticity, cost) that stall shoppers.
- How phone/SMS support resolves doubts: Using voice agents and SMS in Shopify stores to answer questions instantly.
- Real-brand results: Case studies of two jewelry brands (Vitaly and Clock & Colours) that use AI voice agent, recovered abandoned checkouts and generated revenue with calls.
- AI vs. human: Which questions an AI voice agent can answer (shipping dates, policy FAQs) and when a live rep should step in (sizing help, price negotiation).
- 30-day launch plan: A step-by-step rollout for adding phone support to your Shopify jewelry store.

How phone helps jewelry brands on support and sales

For support teams

On the support side, phone helps jewelry brands reduce missed calls and resolve repetitive questions faster.

An AI Voice Agent can answer inbound calls using Shopify context, giving customers immediate help with order status, delivery updates, returns, warranty questions, product details, or gift policies. This is especially useful after hours, during peak periods, or when the support team is already busy.

It helps support teams by:

- Answering basic questions without making customers wait for email or chat
- Reducing repetitive call volume for human agents
- Identifying callers with order and customer context
- Escalating complex cases to a human with the right context
- Sending follow-up SMS with tracking links, policy pages, or product information

For jewelry brands, delayed support can frustrate customers and prevent purchases.

For sales teams

On the sales side, phone helps jewelry brands recover high-intent demand that would otherwise be lost.

Teams can call shoppers who started checkout, abandoned cart, purchased recently, or fall into other high-intent Shopify or Klaviyo segments. Instead of relying only on email flows, brands can speak to buyers while intent is still high, answer objections in real time, and guide them back to checkout.

This helps sales teams in a few specific ways:

- Recover abandoned carts and checkouts faster
- Resolve purchase objections in real time
- Send instant SMS follow-ups with relevant links or offers
- Increase agent efficiency with guided calling workflows
- Track which calls, voicemails, and SMS interactions drive revenue

For jewelry brands, many lost sales stem from hesitation, not lack of intent. A quick conversation can resolve concerns faster than delayed support or reminder emails.

Case studies

Case study: Vitaly & Clock & Colours converting high-intent jewelry buyers

Vitaly

Vitaly (a fine-jewelry label) added phone outreach to catch customers before they slip away.

From Oct–Mar, they completed over 36,000 calls, resulting in \$131,869 in phone-driven sales. They ran targeted campaigns on abandoned checkouts, cart abandoners, and VIPs.

For example:

- Abandoned Checkout Campaign: Called 8,300 shoppers who left a purchase. 17.4% of connected calls converted, generating \$32,556.
- New Purchase Follow-up: Reached 9,400 recent buyers. 8.6% of connected calls converted, generating \$47,715 in extra revenue.
- 365-day Winback Campaign: A “last try” campaign to dormant customers saw lower connect (8.76%) and conversion (3.2%) rates but still recovered \$4,826 in previously lost sales.



Clock & Colours

Turning browsing into sales

Clock & Colours focused on converting highly interested browsers. Between Oct–Mar, they handled 12,435 calls and achieved a 19.49% conversion rate on connected calls, bringing in \$147,189 of revenue.

Their top-performing motions

- Abandoned Checkouts (last 15 days): Very targeted calls, with a 14.6% connect rate and 31.4% conversion on those calls. This campaign alone drove \$44,935 in orders, proving that timely calls to near-customers pay off.
- New Customer Follow-ups: Calling recent purchasers to upsell or encourage reorders saw a 17.28% connect rate and 23.9% conversion, adding \$14,895.



AI vs. Human: Who handles which jewelry questions

Some questions are repeatable and straightforward, so an AI can handle them, while others need human empathy or judgment.

AI Voice Agent can effectively address:

- **Order status & shipping:** “Is my ring shipped yet?” → AI checks Shopify and says, “Your order is on its way via insured courier.” It can then SMS a tracking link.
- **Return policy & warranty:** “What’s your return window?” → AI quotes the policy (e.g. 30-day returns), and can text the returns page.
- **Authenticity/specs (documented):** “Is this diamond certified?” → AI reads the certificate info from the catalog.
- **Basic product details:** “What metal is this bracelet?” → AI states the material from product data.
- **Simple upsells:** “Do you have gift wrapping?” → AI lists the option if documented.
- **Routing:** If a question is vague (“I have an issue”), AI can route the call to the appropriate team (sales vs. support).

Human Agents should handle:

- **Sizing & fit:** Ring or necklace sizing can be tricky. If the AI isn’t sure, a human can guide measurements or clarify resizing policies.
- **Complex shipping needs:** “Need it by Friday for a birthday.” A human can check timing, suggest expedited shipping, and confirm what is realistic.
- **Price negotiation:** If a shopper asks for a discount or exception on a high-value order, a salesperson can negotiate within brand policy.
- **Emotional requests:** Jewelry is personal. A human can help with engraving, gift notes, wrapping, or special instructions.
- **Insurance advice:** High-value pieces may need extra reassurance; a rep can explain options.
- **High-stakes objections:** If a shopper is about to spend \$2,000, a person can build trust and close with empathy.

Rule of thumb: Let AI handle documented answers. Bring in humans for judgment, trust-building, or exceptions

Objection playbook

Jewelry objections that kill checkout and how to resolve them on the phone

1. Authenticity & certification

Shopper says:

“Is this gemstone real?” / “Is this piece certified?”

What they mean:

“I need proof before I spend this much.”

AI Voice Agent:

- Provide factual, documented information about gemstone certification, metal purity, or product authenticity from the knowledge base. If available, reference the specific certificate or product documentation and send it by SMS. If the answer is not explicitly documented, escalate rather than guess.

Human agent:

- Reassure the shopper, explain the brand’s quality standards, and handle higher-trust questions such as third-party appraisal, verification requests, or more detailed questions about sourcing.

SMS the AI can send during or right after the call:

- Certificate link + product page.

Consio feature:

- Knowledge Base grounding + AI SMS + human handoff for higher-trust questions.

2. Ring sizing & fit

Shopper says:

“Will size 7 fit me?” / “How do I know which size to order?”

What they mean:

“I do not want to order the wrong size and deal with a return.”

AI Voice Agent:

- Ask for 1–2 key inputs, such as current ring size or finger measurement, and surface the documented size guide or product sizing information. If the shopper needs judgment beyond the documented guide, escalate.

Human agent:

- Help the shopper choose the right size, recommend the best variant, and reduce risk with resizing or exchange guidance where applicable.

SMS the AI can send during or right after the call:

- Ring size chart + exact product or variant link.

Consio feature:

- Shopify context + product information + AI SMS + human handoff for fit uncertainty.

3. Returns, exchanges & warranty

Shopper says:

“What if I don’t like it in person?” / “Can I return it if it doesn’t work for me?”

What they mean:

“I’m worried I’ll be stuck with it.”

AI voice agent’s role:

- State the documented return window, exchange conditions, warranty coverage, and any relevant exclusions. Keep the answer clear and policy-grounded, and escalate if the situation involves exceptions such as custom pieces or engraving.

Human agent’s role:

- Do a quick qualification and recommend the right variant; reduce risk via exchange/returns guidance.

SMS the AI can send during or right after the call:

- Returns policy link + warranty page + checkout link if relevant.

Consio features

- Knowledge Base grounding + AI SMS + human handoff for exceptions.

4. Shipping timing & delivery security

Shopper says:

“When will it arrive?” / “Will it be insured?”

What they mean:

“If delivery feels risky or too slow, I won’t buy.”

AI voice agent’s role:

- AI Voice Agent: Confirm ZIP or postal code, provide the most reliable delivery estimate based on documented shipping information, and explain whether insured shipping or signature requirements apply. If timing is complex or needs a special accommodation, escalate.

Human agent:

- Clarify the deadline, suggest expedited shipping or alternatives where available, and reassure the shopper on higher-value or time-sensitive deliveries.

SMS the AI can send during or right after the call:

- Delivery estimate summary + shipping policy link + checkout link.

Consio features:

- Shopify context + AI SMS + smart routing / human handoff.

5. Price, value & purchase hesitation

Shopper says:

“It’s expensive.” / “Why is this worth it?”

What they mean:

“I need a stronger reason to buy now.”

AI Voice Agent:

- Reframe value using documented product details such as materials, craftsmanship, certification, warranty, or included services. If a promotion is active and documented, confirm what applies. If the shopper moves into negotiation, escalate.

Human agent:

- Diagnose the real blocker, reinforce value, compare options when appropriate, and close with the right next step. If allowed, offer a limited-time incentive or bundle suggestion within brand rules.

SMS the AI can send during or right after the call:

- Checkout link + 1–2 value points + promo details if applicable.

Consio features

- Shopify context + AI SMS + human handoff for negotiation.

6. Engraving, gifting & customization

Shopper says:

“Can you engrave it?” / “Does it come gift wrapped?”

What they mean:

“I want this purchase to feel personal and ready to give.”

AI Voice Agent:

- Explain documented customization or gifting options, including engraving availability, gift packaging, gift notes, or lead times. If the request falls outside standard options, escalate.

Human agent:

- Confirm special requests, validate timing, and help the shopper feel confident that the order will arrive as expected for the occasion.

SMS the AI can send during or right after the call:

- Engraving or gifting page + product link + checkout link.

Consio features:

- Knowledge Base grounding + AI SMS + human handoff for custom requests.

30-Day launch plan: Getting phone support live

Days 1–2

Connect your Shopify store to the phone platform. Configure the AI Voice Agent with your product catalog and policies (use any existing FAQ or knowledge base). Set up call routing (e.g. new sales calls → sales team, return queries → support). Enable SMS features and verify your numbers for texting.

Week 1: Tune and Train

Monitor real inbound calls. Listen to AI-handled calls and note any mistakes. Edit the AI's scripts or knowledge base to improve responses. Brief your human agents on common callers' questions so they're prepared to assist.

Week 2: Launch an Outbound Campaign

Pick a high-impact segment like recent abandoned carts. Use the dialer (with AI guidance) to call these shoppers. Follow each call with a quick SMS (e.g. "Thanks for talking! Here's a checkout link"). Track live outcomes (calls, sales) to ensure everything is working smoothly.

Weeks 3–4

Review your metrics: connection rates, call conversions, revenue per campaign (using the platform's analytics). Compare different scripts and channels. If some objections keep popping up, update your AI and training. Gradually expand campaigns (e.g. "New customer upsells" or "VIP follow-ups") based on what worked best.

By Day 30, your store should have real voice coverage: an AI agent taking routine calls and SMS messages, plus humans handling the tough cases. You'll also have a clear dashboard of which calls drove orders, so you know the ROI.

Once the main friction points are addressed, continue monitoring performance and refining. Phone support is not a magic bullet but part of an ongoing conversion optimization process. Remove one barrier at a time (better answers, faster replies, more convenient touchpoints) and you'll gradually see higher checkout rates and revenue – without spending more on ads.

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That is the lesson from Vitaly and Clock & Colors. Phone works best when brands know which moments matter, which questions AI can handle, when a human should step in, and how to measure results.

Ready to unlock phone-driven growth? Book a demo with Consio.

Book a demo