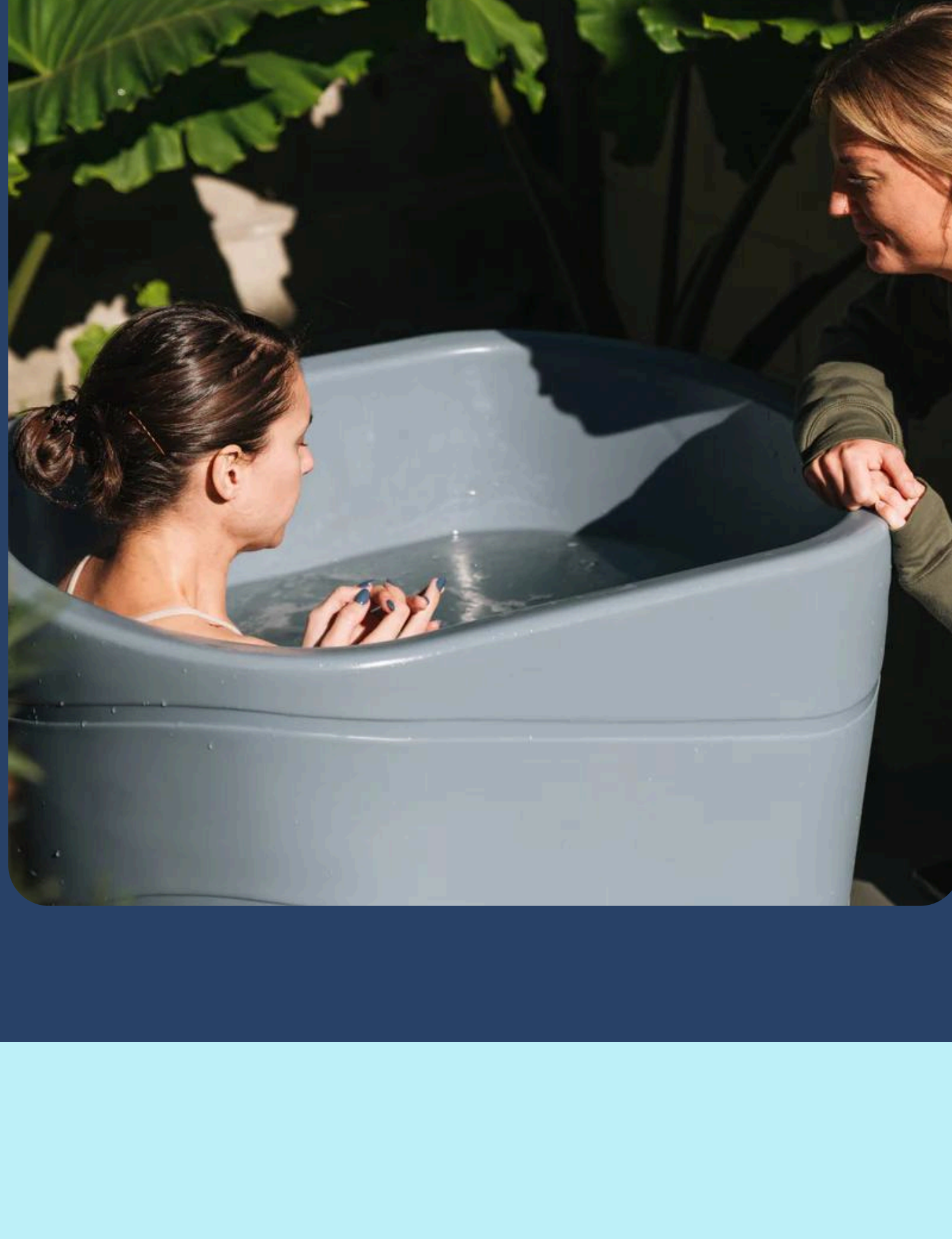


# Nordic Wave Lifts Online Revenue by 20% with Big Sur’s AI Sales Agent

How a leading cold plunge brand uses AI to equip customers with the clarity and confidence to buy. Users who interacted with Big Sur had 15x higher conversion rate than the average user.



## Key Results

For users who interacted with the AI Sales Agent

**15x**

Conversion rate

**18x**

Revenue per visitor

Half of transacting customers interacted with the agent prior to purchase. This led to an overall **+20% increase in revenue per visitor**.


## Executive Summary

**Nordic Wave**, a leading brand in the cold plunge market, partnered with **Big Sur AI** to elevate its digital sales experience. By integrating the conversational AI Sales Agent directly into their website, Nordic Wave empowered customers with personalized product guidance and real-time answers – boosting shopper confidence and accelerating purchase decision-making.

Within weeks of deployment, the AI Sales Agent drove significant increases in revenue per visitor and overall conversion, leading to **+20% incremental sales across all visitors**. Notably, half of all transacting customers interacted with the agent prior to purchase, with an **even higher lift** observed among those who engaged. The results reflect a **growing shift in buyer expectations** – today’s customers increasingly seek intuitive, conversational support to guide their online purchase decisions.

“

**Once we saw the numbers, it was a no-brainer. The AI Sales Agent started driving value immediately. We rolled it out to 100% of traffic within weeks.**



Don Price, E-commerce Director , Nordic Wave

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## The Challenge

As Nordic Wave scaled its direct-to-consumer business, the brand faced a common yet complex challenge: how to provide high-touch, personalized sales support in a low-touch, digital environment.

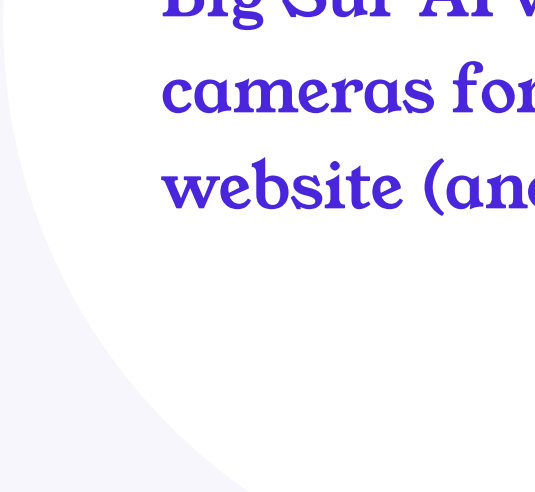
Cold plunge tubs are a high-consideration purchase – often requiring detailed comparison, education, and reassurance around features, usage, and health benefits. Despite a strong brand and quality product line, many prospective customers were stalling at key moments in the purchase journey due to unanswered questions.

Traditional website UX tools—static FAQs, email support, and even live customer support chat—weren’t meeting evolving shopper expectations. The team needed a way to replicate the impact of an in-store sales associate, without the operational overhead, and **deliver that experience at scale to every visitor, 24/7**.

**The Goals**

- Boost customer confidence
- Minimize drop-off at decision points
- Increase conversions for new shoppers
- Encourage repeat buys from loyal customers

**About Nordic Wave**



Warner Jenkins, Founder & CEO

After being diagnosed with arthritis at a young age, Warner Jenkins was inspired to explore holistic therapies like cold water immersion and breathwork, which ultimately led him to create Nordic Wave to help others experience the transformative benefits of cold plunge therapy.

**Platform** Shopify

**Industry** Wellness

**Headquarters** Charleston, SC

## The Solution

To meet Nordic Wave’s goals, Big Sur AI integrated its conversational AI Sales Agent directly onto the brand’s e-commerce site.

**The agent was designed to act like a knowledgeable, always-on product specialist – engaging visitors through natural, human-like conversation and delivering tailored support based on shopper behavior and intent.**

The AI Sales Agent guided prospective customers through key decision points, answering questions about product differences, shipping timelines, installation, and wellness benefits—all in real time. It used contextual awareness and product intelligence to proactively assist with upsells, bundle options, and post-purchase care, helping customers feel informed and confident while reducing the burden on Nordic Wave’s customer support team.

**Fun fact**

**The team at Nordic Wave discovered Big Sur AI when they were buying cameras for their office on Wyze’s website (another Big Sur customer).**

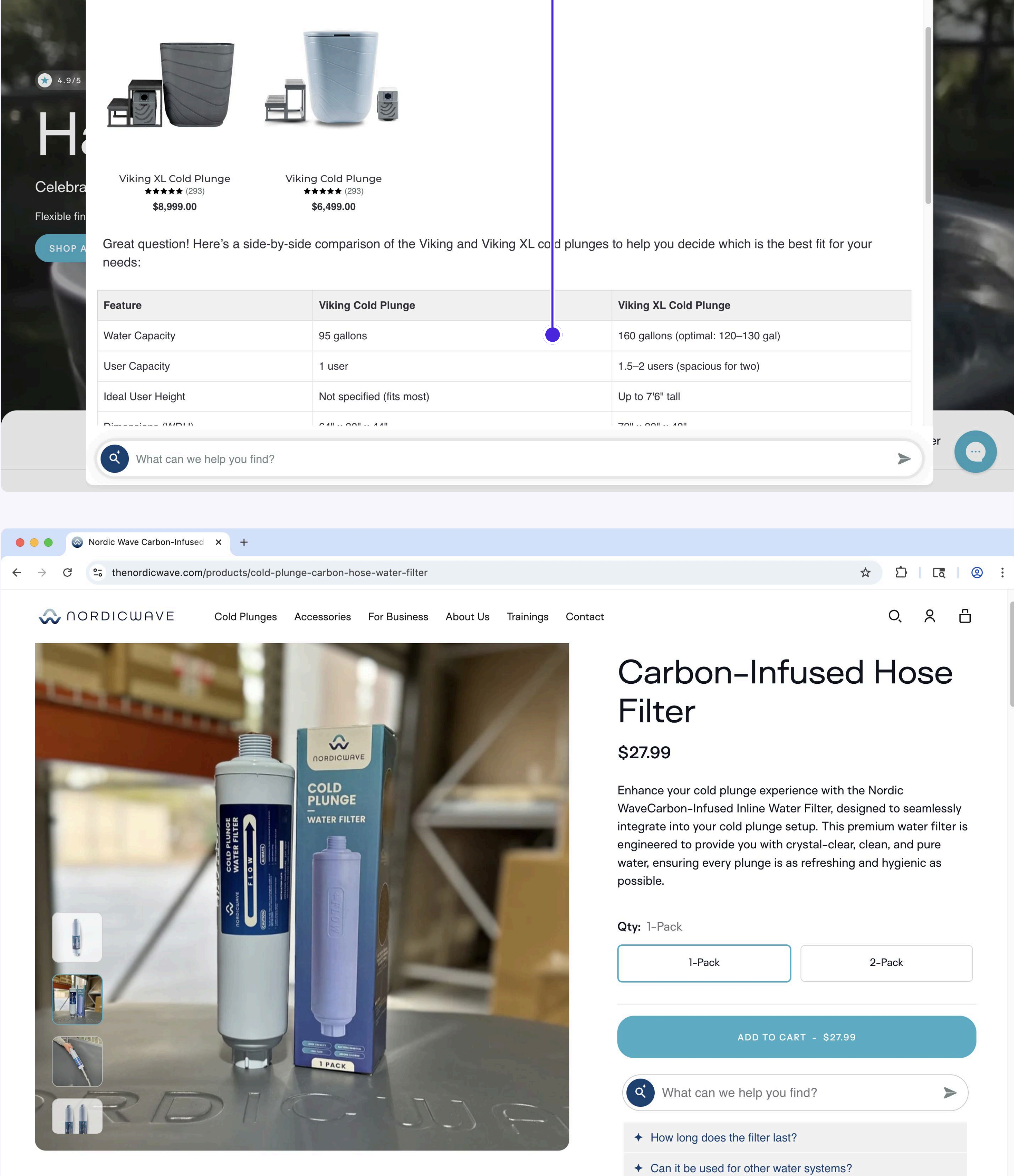
The implementation was seamless: the agent was fully embedded into Nordic Wave’s existing website infrastructure and designed to match their brand voice and tone. No engineering lift was required on the client side, and the agent was live in just days – immediately capturing user interactions, learning from common questions, and refining responses based on real-time engagement and purchase data.

By combining deep product knowledge with best-in-class personalization, the AI Sales Agent transformed Nordic Wave’s online experience from passive browsing to dynamic, consultative selling – turning information delivery into conversion lift.

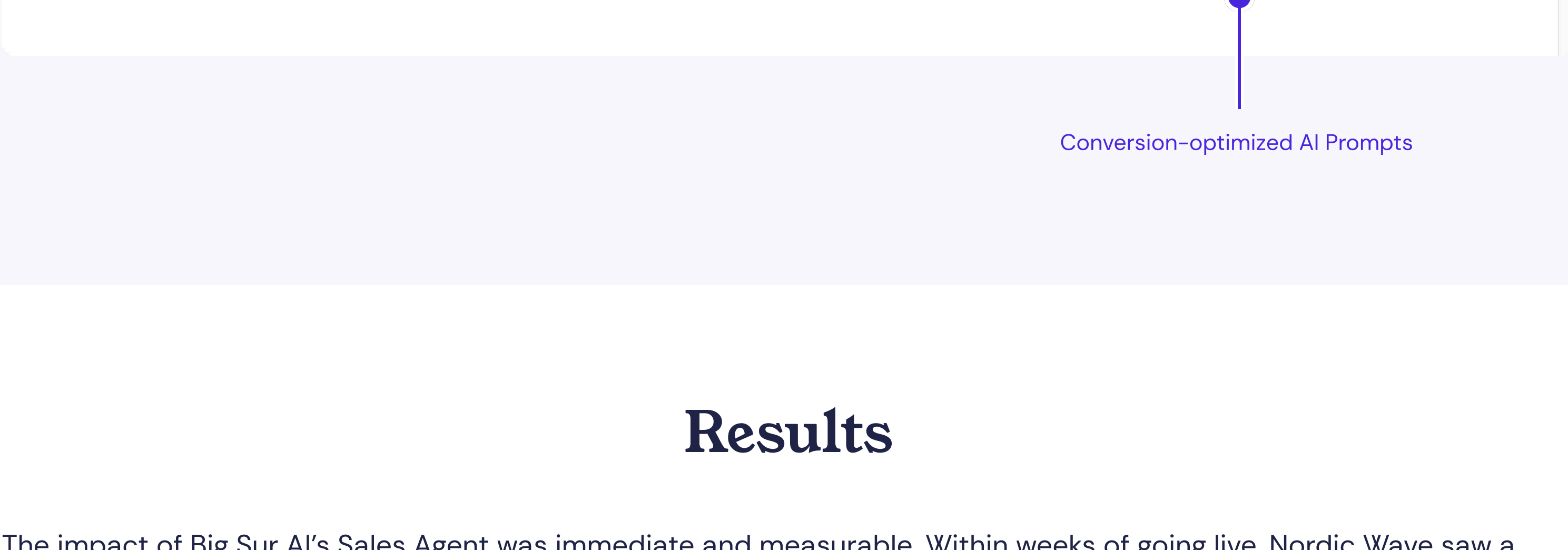
AI Sales Agent

Natural language query

Product comparison table



Conversion-optimized AI Prompts



## Results

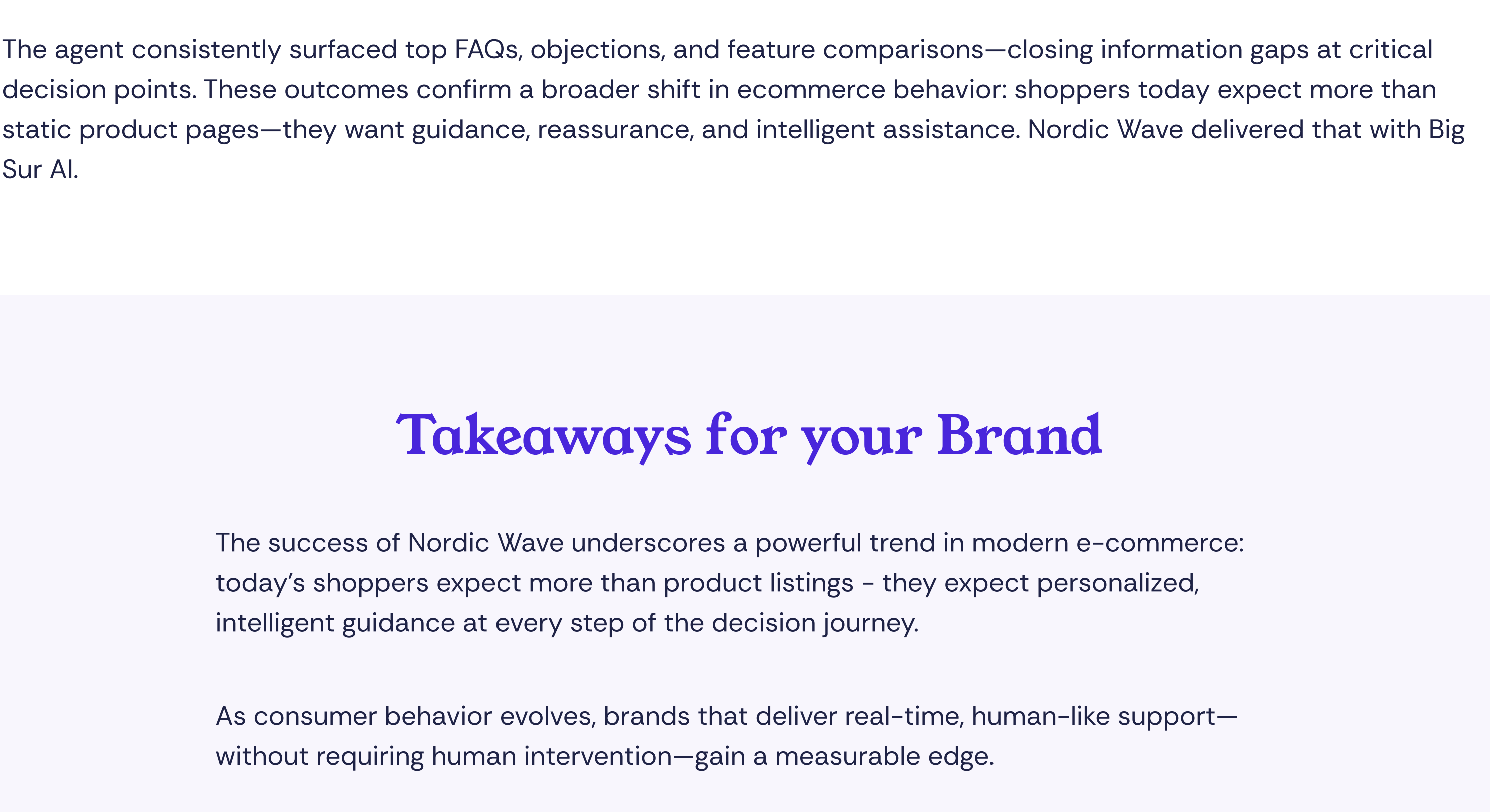
The impact of Big Sur AI’s Sales Agent was immediate and measurable. Within weeks of going live, Nordic Wave saw a 20% increase in revenue per visitor – across all website visitors, not just those who interacted with the features. This will result in a **multi-million dollar increase in sales** for the brand this year alone.

Deeper analysis revealed that customers who engaged with the AI agent were significantly more likely to complete a purchase—suggesting the agent played a decisive role in product education and confidence-building.

**A few key insights:**

- 50% of transacting customers** engaged with the AI Sales Agent
- Conversion rate** for interacting visitors is **15x higher** than the site average
- Revenue per visitor** for interacting visitors is **18x higher** than the site average

**AI Sales Agent Funnel**



The agent consistently surfaced top FAQs, objections, and feature comparisons—closing information gaps at critical decision points. These outcomes confirm a broader shift in ecommerce behavior: shoppers today expect more than static product pages—they want guidance, reassurance, and intelligent assistance. Nordic Wave delivered that with Big Sur AI.

## Takeaways for your Brand

The success of Nordic Wave underscores a powerful trend in modern e-commerce: today’s shoppers expect more than product listings – they expect personalized, intelligent guidance at every step of the decision journey.

As consumer behavior evolves, brands that deliver real-time, human-like support—without requiring human intervention—gain a measurable edge.

**Key takeaways for brands**

- Static content is no longer enough:** Customers want tailored answers, dynamic recommendations, and reassurance – especially for higher-ticket items.
- Conversational experiences build trust:** Guiding users through their decision with empathy and expertise boosts engagement and loyalty.
- Choosing the right AI partner matters:** Not all conversational agents are created equal. Big Sur AI combines best-in-class technology with e-commerce-specific optimization to deliver industry-leading results – fast.
- Scale without compromise:** You don’t need a massive support team to offer concierge-level service. With the right AI, you can scale smart selling across all customer sessions.

In short, delivering frictionless, intelligent sales support isn’t just a differentiator anymore – it’s becoming the baseline. Big Sur AI helps brands meet that expectation, and then exceed it.