



CASE STUDY · MULTI-BRAND PORTFOLIO

Nutrition Science Group

How a portfolio of Australian health and nutrition companies built AI into the operating model — and grew without scaling support costs at the same rate.

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01 Executive Summary

Nutrition Science Group is an Australian portfolio of health and nutrition companies led by Dr. John Stewart. As the group expanded across brands, the cost of customer service, product inquiries, and order handling was scaling alongside revenue — eating margin and capping growth.

Yes AI built a coordinated AI layer that operates across the portfolio rather than per brand: dedicated AI customer-service agents trained per-brand on tone and product knowledge, automated order and inquiry processing, a cross-brand product recommendation engine, and a unified analytics dashboard that shows what is actually working.

The result is a group that can launch a new brand, layer it onto the existing AI stack, and have 24/7 customer service the day it goes live — without adding head-count proportional to volume. Dr. Stewart attributes a material portion of the group's recent growth to this leverage.

Group at a Glance

Industry	Health & Nutrition (D2C and clinic-channel)
Structure	Multi-brand portfolio
Reach	National (Australia)
Group leader	Dr. John Stewart, M.D.
Build approach	Cross-brand AI layer + per-brand customisation
Operating gain	Customer-service capacity scales without proportional hiring

02 The Challenge

Multi-brand portfolios face a peculiar cost curve — every new launch means a new audience, a new inbox, a new set of common questions, and another support queue.

Multi-Brand Customer Service

Each brand has its own products, its own audience, and its own tone of voice. A single shared support team risks generic replies; per-brand teams risk duplication and uneven service quality.

Scaling Support Costs

As the portfolio grew, support costs scaled with it. Adding a brand was effectively a fixed cost of admin, not just a marketing decision — that drag was capping how aggressively the group could launch.

Manual Process Bottlenecks

Order processing, product inquiries, and launch coordination relied on the same small operational team. Spikes in any one brand starved the others of attention.

Inconsistent Customer Experience

Different staff handling different brands meant response time and answer quality varied by who happened to be at the desk that hour — not a great brand promise across a premium portfolio.

03 The Solution

A coordinated AI layer that runs across the portfolio — shared infrastructure, brand-specific behaviour.

AI Customer Service Agents

Dedicated AI agents per brand, fluent in each brand's products, voice, and most-asked questions. Available 24/7 across phone, email, and web — so customers in any timezone get a fast, accurate, on-brand answer.

Automated Order & Inquiry Handling

Order updates, shipping queries, and product specification questions resolved without a human touch where the answer is unambiguous. Edge cases routed to the right person with full context — no re-explaining.

Product Recommendation Engine

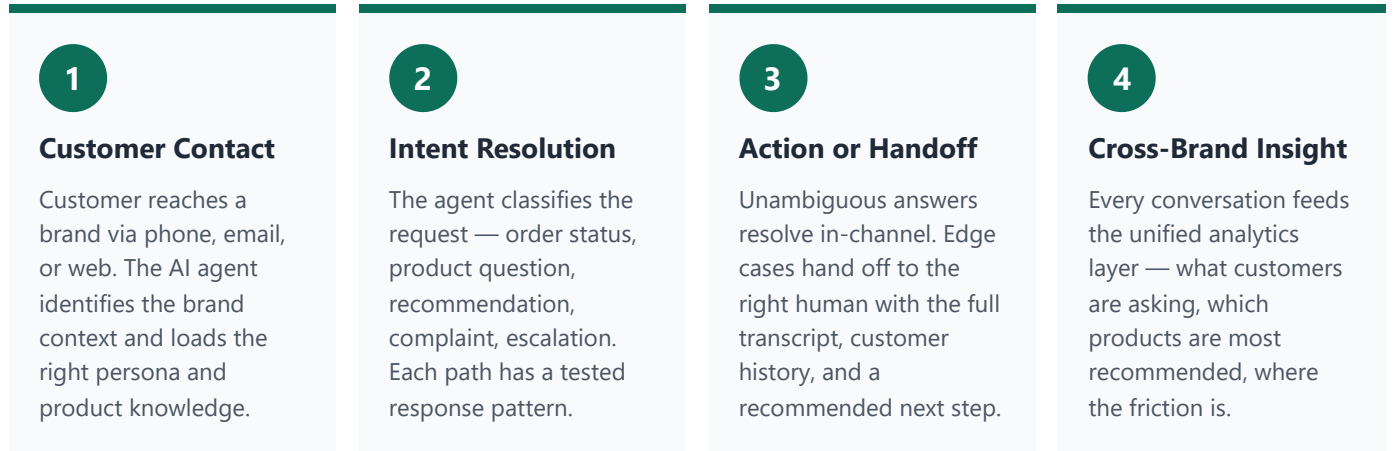
AI that recommends products based on a customer's stated needs and history. Cross-brand where appropriate — a buyer of one brand's product is the right audience for another brand's complement, and the engine knows it.

Unified Analytics Dashboard

One dashboard for the whole portfolio: customer behaviour, sales trends, service quality, sentiment. Dr. Stewart sees the group's performance, not seven disconnected reports.

04 How It Works

Shared infrastructure underneath. Brand-specific behaviour on top. Add a new brand the same way you'd add a new persona — not a new platform.



Capabilities & Features

<ul style="list-style-type: none"> ✓ Multi-brand AI customer service ✓ Product recommendation engine ✓ Intelligent inquiry routing ✓ Real-time sales reporting 	<ul style="list-style-type: none"> ✓ Per-brand tone and persona ✓ Cross-brand analytics dashboard ✓ Automated follow-up sequences ✓ Multi-channel integration 	<ul style="list-style-type: none"> ✓ Automated order handling ✓ 24/7 coverage, all timezones ✓ Customer sentiment analysis ✓ Brand-specific AI training
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05 The Results

A portfolio that can grow without its support cost growing at the same pace.

<p>24/7 COVERAGE ACROSS BRANDS</p>	<p>Cross- Brand RECOMMENDATIONS LIVE</p>	<p>Unified ANALYTICS LAYER</p>	<p>Lean HEAD-COUNT CURVE</p>
<p>COST PROFILE</p> <p>Materially Reduced</p> <p>Customer service and back-office costs no longer scale linearly with the number of brands or order volume.</p>	<p>GROWTH CURVE</p> <p>Decoupled from Hiring</p> <p>New brand launches don't require a proportional support hire — the AI layer absorbs the new load.</p>	<p>CUSTOMER EXPERIENCE</p> <p>Consistent, 24/7</p> <p>Every customer of every brand gets a fast, on-brand answer at any hour. Quality no longer depends on who's at the desk.</p>	<p>OPERATIONS VISIBILITY</p> <p>One Dashboard</p> <p>Dr. Stewart sees the whole portfolio at a glance — sentiment, sales, service quality, recommendation performance.</p>

06 Implementation Approach

A layered build — shared services underneath, brand-specific behaviour on top. Each layer can evolve independently.

Layer	Component	Role
Channel	Voice / email / web chat	Customer reaches whichever brand they're contacting, with no platform onboarding required.
Brand Persona	Per-brand tone & product corpus	The agent speaks like the brand and knows its products — not the portfolio's generic voice.
Intent Classifier	Order · Inquiry · Recommendation · Complaint · Escalation	Routes the conversation to a tested response pattern. Edge cases hand off cleanly.
Recommendation Engine	Customer history + cross-brand catalogue	Suggests products from across the portfolio when relevant. Reduces siloed selling.
Order & Fulfilment	Existing systems via API	The AI reads order status, shipping, and stock from current systems — no rip-and-replace.
Human Handoff	Full transcript + suggested next step	When escalation is right, the human picks up with context. No "what's your order number again?"
Analytics	Unified cross-brand dashboard	One pane of glass for the whole group. Sentiment, sales, service metrics, recommendation lift.
Training Loop	Real conversations review	Outlier responses reviewed weekly; persona corpus updated. Agents get better with use.
Governance	Per-brand approval & logs	Dr. Stewart's team can review how any brand's AI is responding at any time. Full



Growth Without the Cost Curve

If you're running a multi-brand portfolio and your customer-service line item keeps tracking your revenue line item, Yes AI builds the layer in between.

"Yes AI has been the key component in the growth of my portfolio of companies. Their AI systems and support have enabled us to grow fast whilst cutting costs and improving customer service. I highly recommend them."

Dr. John Stewart, M.D. Nutrition Science Group

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