NUTRITION GEEKS

From 10M to 150M in a little over 12 months, with private AI working alongside the team

A fast-growing UK nutrition brand put an Adam AI agent team to work on its own private hardware, starting with customer service.

15x
growth, from 10M to 150M in a little over 12 months

80%
less workload in some departments

20%
customer service workload fell to a fifth of its previous level once AI was switched on

The challenge

Nutrition Geeks was growing fast across several warehouse sites, with a large customer service team handling a rising volume of orders, amendments and cancellations. The business wanted the speed of AI without handing customer and order data to public AI tools.

The approach

- **AI Readiness first:** IT environment, security controls and access reviewed before any agent went live
- **Private AI on site:** two AI servers in the business running the full Adam AI stack, with its own private knowledge base
- **Data stays on site:** customer and order data never leaves the business
- **Fully self-sufficient:** the platform runs on the client's own hardware, under their own control

The first agent: customer service

The first digital worker was a customer service order advisor, trained on the team's own operating instructions:

- Runs the same verification checks as a trained advisor
- Offers an amendment before a cancellation
- Checks the warehouse system before acting, and never cancels an order that has already shipped
- Never issues refunds itself: they go to a human review queue
- Escalates to a person when a system does not respond

People stay in control

Refunds and anything irreversible wait for a person to approve. Every action is logged.

Why it worked. The agents learn how the team works and keep that knowledge, like permanent staff rather than a temp starting from scratch every day. With the first department proven, digital workers are now being rolled out across the business.