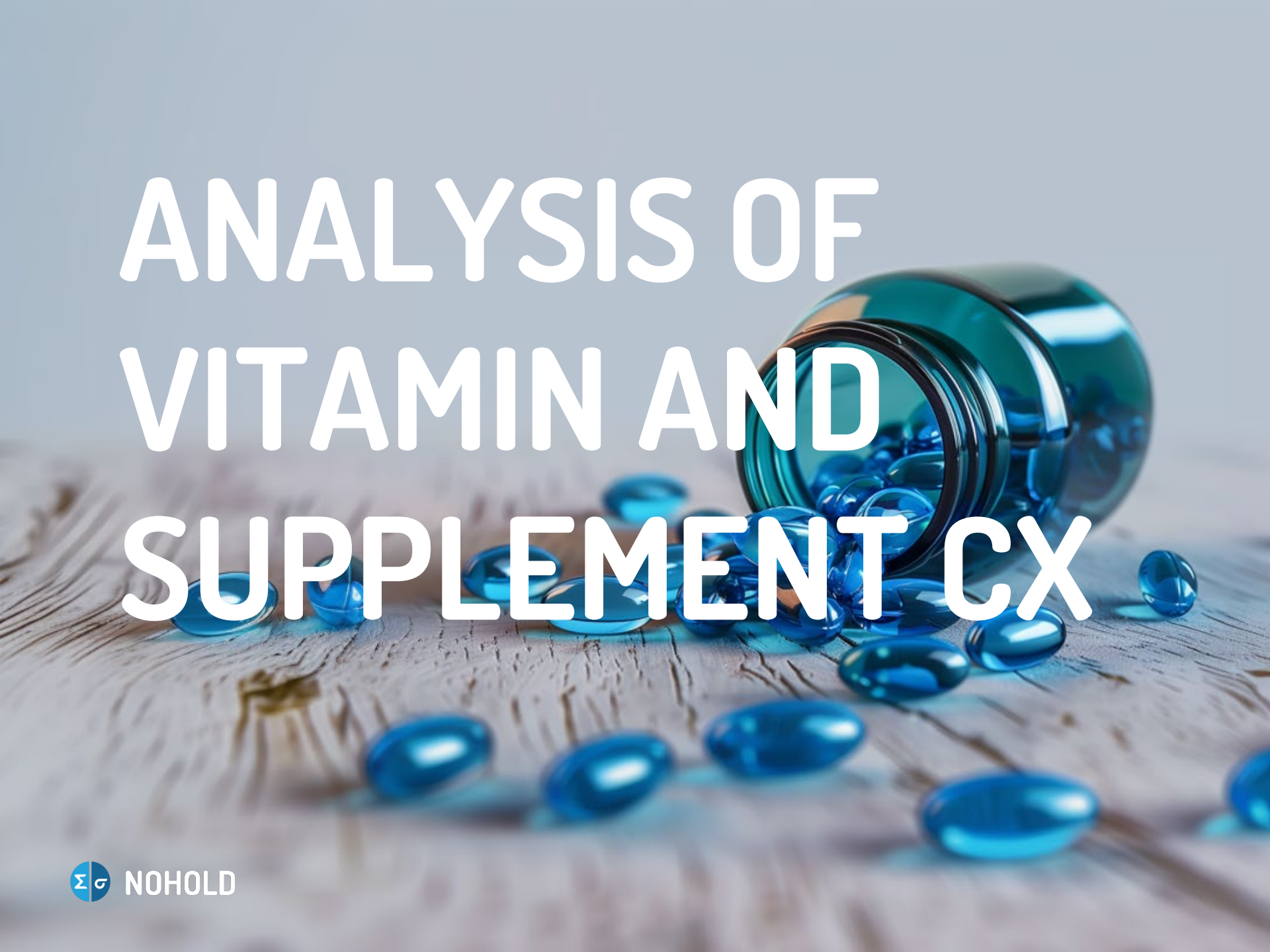


# ANALYSIS OF VITAMIN AND SUPPLEMENT CX

A blue glass bottle is tipped over on a light-colored wooden surface, spilling numerous blue capsules. The capsules are scattered across the wood, some in sharp focus and others blurred in the background. The lighting is soft, creating a clean and professional aesthetic.



# Introduction

## **This booklet contains:**

- CX observations on nutritional supplement websites
- Our Best Practices

We hope you will find this useful,  
The NOHOLD Team

## **About NOHOLD:**

NOHOLD specializes in Artificial Intelligence. It has created and markets a platform called SICURA® designed to implement sophisticated conversational interfaces. NOHOLD solutions have been deployed in more than 100 healthcare institutions, 30 banks, 7500 higher education institutions and the Government. Specifically, NOHOLD has created an AI Assistant called SalesAdvisor™. It is designed to help shoppers find the best product for them based on plain language queries.



# Companies Analyzed


1. PharmaVite
2. Haleon
3. Bayer
4. GNC
5. Herbalife
6. Nestle
7. Nu Skin
8. Thorne
9. USANA
10. Kirkland
11. Le-Vel
12. Life Extension
13. Unilever
14. Reckitt
15. Church & Dwight
16. Piping Rock Health
17. Ritual
18. Nordic Naturals
19. Now Foods

# Our Findings & Recommendations

- 21% of the companies considered don't have a Vitamin Finder
- 100% of Vitamin Finders are limited in functionality and allow shoppers only to select predefined options
- 100% of existing Vitamin Finders don't allow free queries from the shoppers and therefore lack the ability to capture the Voice of the Customer (VoC).
- Leverage a conversational interface to empower shoppers to express themselves on their own terms
- VoC is critical to improve products and go to market strategy

# PharmaVite: Nature Made

- Quick Start Recommendations and Vitamins 101 available
- Live chat, no conversational AI obvious
- FAQ and search available
- Contact us: Customer support available via chat, email, phone with limited availability



**What Do I Need?**  
Not sure which supplements to take? We're here to help.

**How Do I Get Started?**  
Choose whether you want help taking that first step or want more information about key nutrients.

**Quick Start Recommendations**  
Browse some common health needs to see which ones may apply to you.  
[Get Started](#)

**Vitamins 101**  
Learn more about dietary supplements and their benefits.  
[Explore More](#)

[Help](#)

# Haleon: Centrum

- Product selector available
- No live chat or Conversational AI obvious
- FAQ and search available
- Contact us: Customer support available via email within 48hrs



# Haleon: Emergen-C

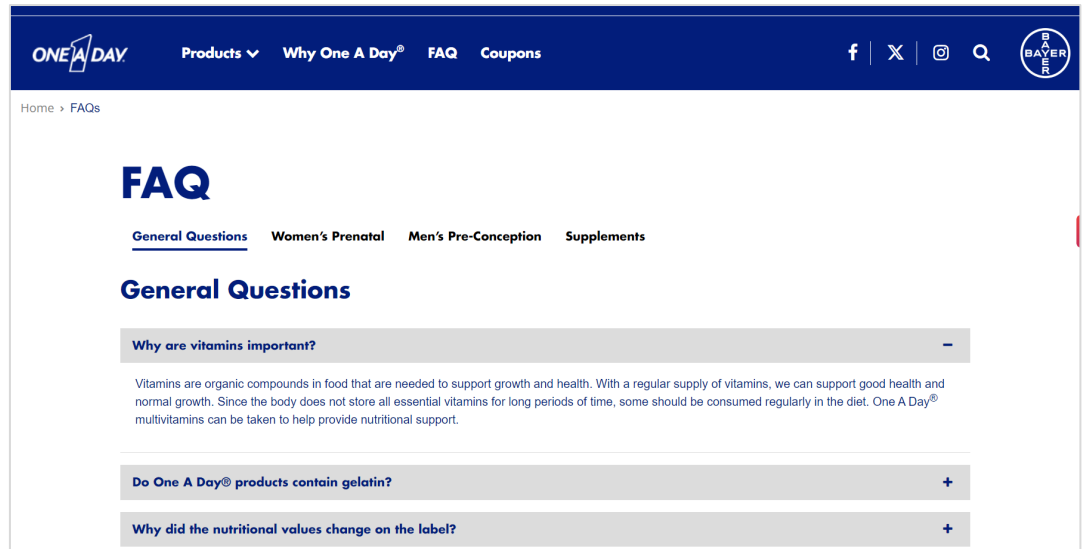
- Product selector available
- No live chat or Conversational AI obvious
- FAQ and search available
- Contact us: Customer support available via email within 48hrs

The screenshot shows a website with a red navigation bar containing the following links: OUR STORY, PRODUCTS, INGREDIENTS, PRODUCT SELECTOR, IMMUNE HEALTH, and FAQs. The main content area has an orange-to-yellow gradient background. The heading is "What is your Wellness Personality?". Below the heading is a paragraph: "Hi! We're excited to help you on your journey toward supporting your immune system and understanding how to ignite your full wellness potential. Take this short 5-minute quiz and in return, you'll receive:". This is followed by a bulleted list of rewards: "• Tips and tricks for helping support your immune system", "• Your Unique Wellness Personality", "• Emergen-C Product Recommendations", and "• Coupon for Emergen-C products". Below the list is a white input field with the placeholder text "ENTER NAME TO GET STARTED". Underneath the input field are two checkboxes: "I confirm that I am 18 years of age or older" and "Terms and conditions". At the bottom is a white rounded rectangular button with the text "Submit".



# Bayer: One A Day

- No vitamin quiz available
- No live chat or Conversational AI obvious
- FAQ and search available
- Contact us: Customer support via phone, with limited availability, and email



The screenshot shows the Bayer One A Day website's FAQ page. The header is dark blue with the One A Day logo on the left and navigation links for Products, Why One A Day, FAQ, and Coupons in the center. On the right, there are social media icons for Facebook, X, Instagram, and a search icon, along with the Bayer logo. Below the header, the breadcrumb "Home > FAQs" is visible. The main heading "FAQ" is in large blue font. Underneath, there are four category tabs: "General Questions" (which is underlined and selected), "Women's Prenatal", "Men's Pre-Conception", and "Supplements". The "General Questions" section is titled "General Questions" and contains three expandable items: "Why are vitamins important?" (with a minus sign), "Do One A Day® products contain gelatin?" (with a plus sign), and "Why did the nutritional values change on the label?" (with a plus sign). The first item is expanded, showing a paragraph of text: "Vitamins are organic compounds in food that are needed to support growth and health. With a regular supply of vitamins, we can support good health and normal growth. Since the body does not store all essential vitamins for long periods of time, some should be consumed regularly in the diet. One A Day® multivitamins can be taken to help provide nutritional support."

# Bayer: Flintstones

- No vitamin quiz available
- No live chat or Conversational AI obvious
- FAQ and search available
- Contact us: Customer support available via phone 8am-8pm ET, email

## Contact Us

If you believe you have experienced a side effect associated with the use of our product, you should contact your healthcare professional. You are encouraged to report side effects or quality complaints of products to the FDA by visiting [www.fda.gov/medwatch](http://www.fda.gov/medwatch), calling the FDA at 1-800-FDA-1088, or for Bayer Consumer Health products, you can report directly to Bayer by telephone at the Brand number listed or by using the form below. If you believe you have observed a product quality issue, please contact us using the form below.


### Thank you for reaching out to us!

Please select your reason for today's visit so we may assist you better.

If you purchase Bayer Consumer Health products from a Bayer Authorized Distributor for purposes of resale to end-user consumers and wish to sell Products on your own proprietary website, you must register your website with Bayer. To register your website, please fill out the [Permissible Public Website Registration Form](#)

\* Required Fields

Select Reason \*

General inquiry 

Select Brand \*

Flintstones 

Phone: 800-800-4793

### By Telephone

Mon-Fri 8am-8pm ET

Please complete and submit the information below. We will get back to you at the email address provided by you below. The information you provide us is subject to our [Privacy Statement](#)

# GNC

- No vitamin quiz available
- No Conversational AI obvious
- FAQs, articles, and search available
- Contact us: Customer support team available via live chat, text, email

## Ask a GNC Coach!

Get Recommendations & Answers from a GNC store associate



Milpitas 📍

For requests related to customer service, please [click here](#) or call 1-877-GNC-4700

### Live Chat Available

Talk now with our product & solution experts



### Contact Us

Text or email with a store associate



### Product Finder

Let us help you find the perfect product



### Book an Appointment

Reserve time with us virtually or at a store



### Contact Customer Service

Questions about orders, shipping, returns, loyalty



# Herbalife

- No vitamin quiz available
- No chat bot, Conversational AI or live chat obvious
- FAQs, articles, and search available
- Contact us: Customer support team available via contact form or by phone most days of the week for a limited time

### Questions most asked by our users

- > [How to Join Herbalife](#)
- > [Help with an existing order](#)
- > [Refunds and Exchanges](#)
- > [Wholesale Accounts](#)

### Get in touch with us

Please fill out the form below, and our dedicated team will get back to you as soon as possible.

\*What is your status?  
--

\*How can we help you?  
--

Provide us more details  
--

\*First Name  \*Last Name

\*Email Address  \*Phone

\*Country  Postal Code

\*Language

\*Subject

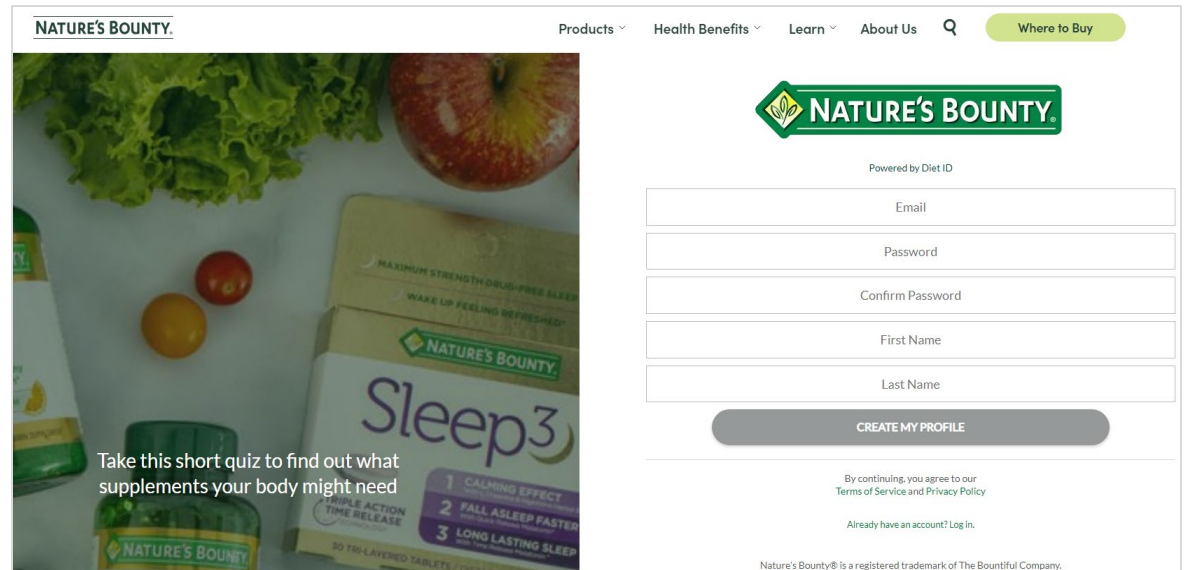
\*Question/Comments

By clicking **Submit**, you acknowledge that information you submit on this page will be used to investigate and process your inquiry. Personal data, including any sensitive data you choose to provide, will be handled in accordance with Herbalife's Privacy Policy (and if you provide health data, our [online notice for health data](#)) and may be transferred outside your country. You can view the Herbalife Privacy Policy for your country [here](#).

Upload Attachments  
 Or drop files

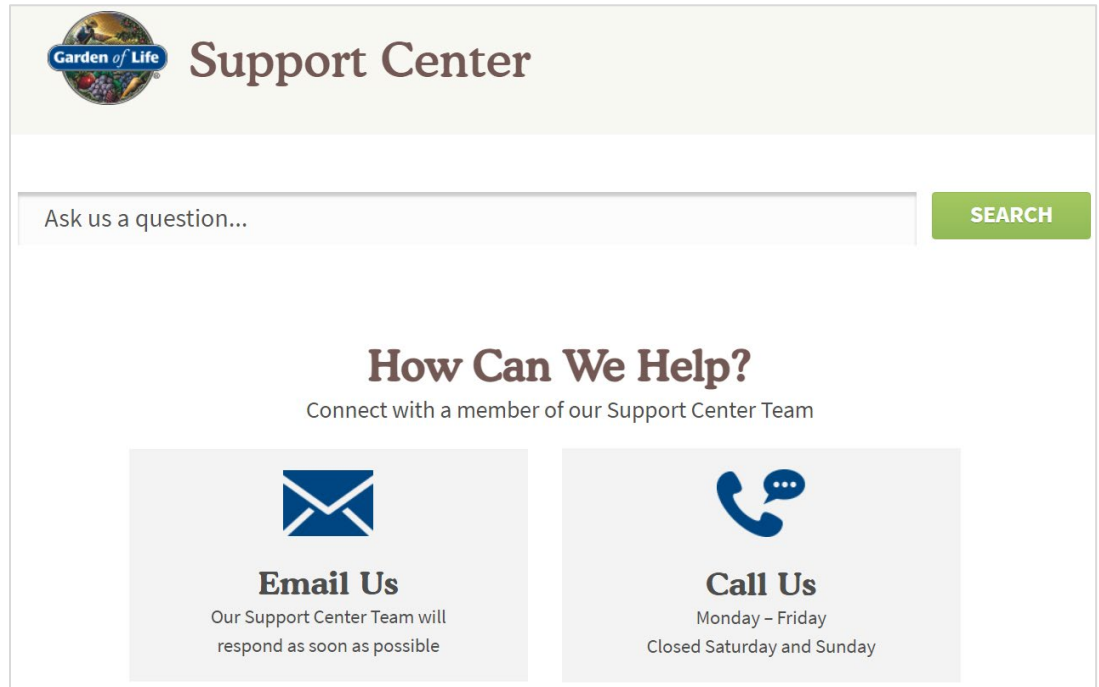
# Nestle: Nature's Bounty

- Vitamin quiz available if users create an account
- No chat bot, Conversational AI or live chat obvious
- FAQs and search available
- Contact us: Customer support team available via phone or email during normal business hours



# Nestle: Garden of Life

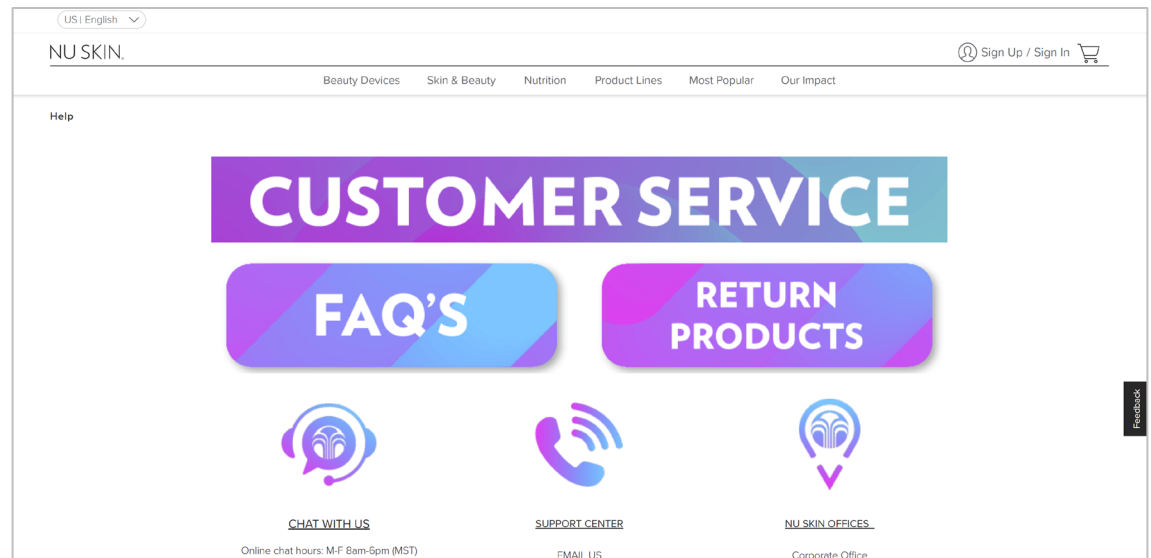
- No vitamin finder available
- No chat bot, Conversational AI or live chat obvious
- FAQs and search available
- Contact us: Customer support team with limited availability via phone or email



The screenshot shows the Garden of Life Support Center page. At the top left is the Garden of Life logo, a circular emblem with various fruits and vegetables. To its right is the text "Support Center" in a dark brown serif font. Below this is a search bar with the placeholder text "Ask us a question..." and a green "SEARCH" button. In the center, the heading "How Can We Help?" is displayed in a bold, dark brown serif font, followed by the subtext "Connect with a member of our Support Center Team". Below this are two service options: "Email Us" with an envelope icon and the text "Our Support Center Team will respond as soon as possible", and "Call Us" with a telephone icon and the text "Monday - Friday Closed Saturday and Sunday".

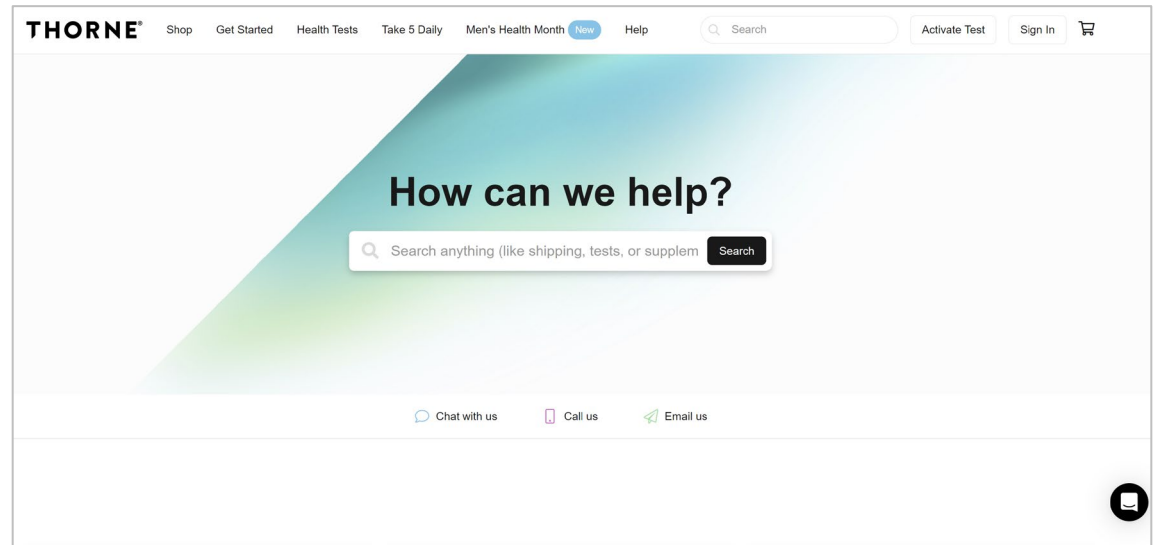
# Nu Skin

- No vitamin finder outside of website search
- Phone number limited to regular business hours. Phone number was discovered after reviewing FAQs and articles
- To begin a live chat end user must input their personal information. Live chat is available during regular business hours
- No chatbot or AI Assistant available



# Thorne

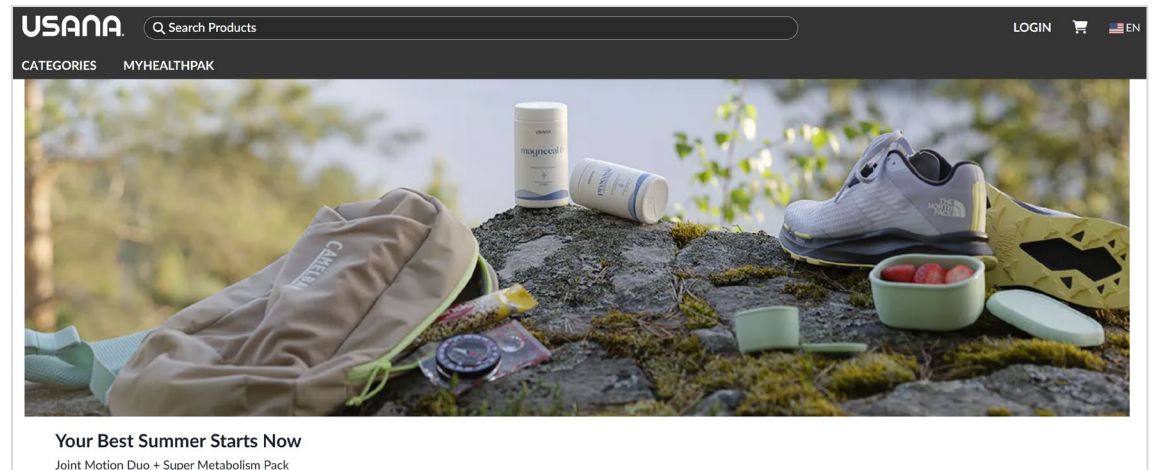
- No vitamin finder outside of website search
- Encourage to search FAQs before contacting company
- Phone number available during business hours
- Live chat is available during regular business hours
- No chatbot or AI Assistant available





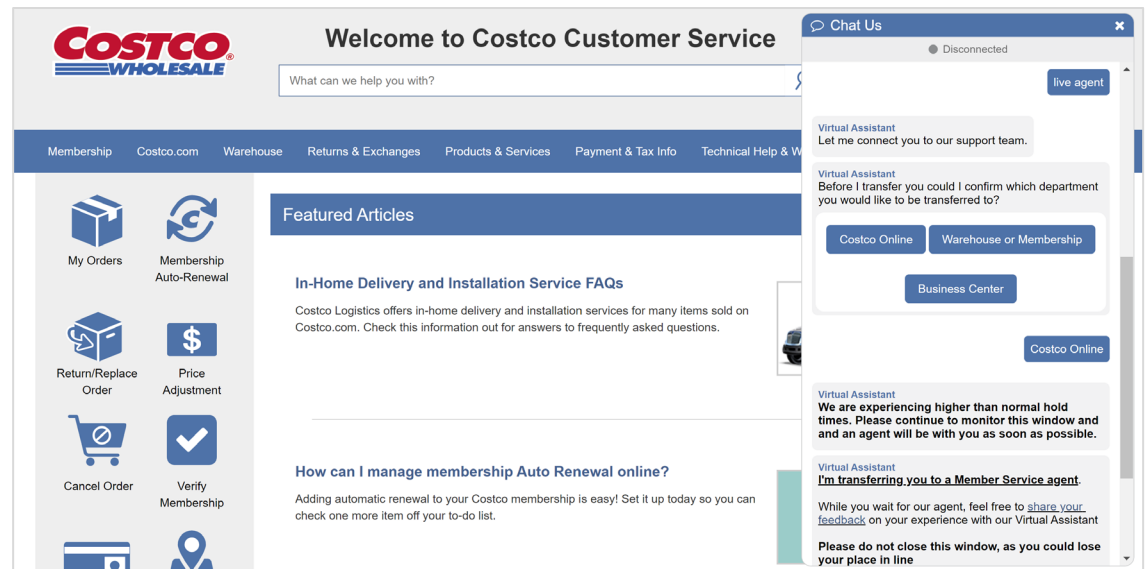
# USANA

- Website search exists, but no vitamin finder
- Could not easily find a phone number, link to live chat, chatbot or AI Assistant
- There is a login that may pre-empt these CX applications



# Kirkland Signature

- No vitamin finder. Search available for entire Costco website
- Phone numbers available during specific hours
- Chatbot available but does not answer specific questions about products
- Live chat available after engaging with chatbot – hours are limited similar to phone



# Thrive by Le-Vel

- Option to customize vitamin packs and shopping by goal
- Phone number available
- No options seem to be available for live chat, chatbot or AI

**THRIVE** BY Le-Vel

OUR PRODUCTS SHOP BY GOAL MYFRESH MEALS OUR COMPANY

CONTACT US

**Le-Vel Brands LLC**

Mailing Address ONLY:  
9201 Warren, Pkwy Suite, 200  
Friso, Texas 75035

If you have questions about your account, your orders, or need the proper address for a RETURN please use the **Contact Support** feature within your **Customer Account** or the **Promoter Cloud Office**. Do not mail product to the mailing address as it will not be accepted.

Otherwise, please contact us by email at [Support@Le-Vel.com](mailto:Support@Le-Vel.com).

For more information please dial: 888-557-0005

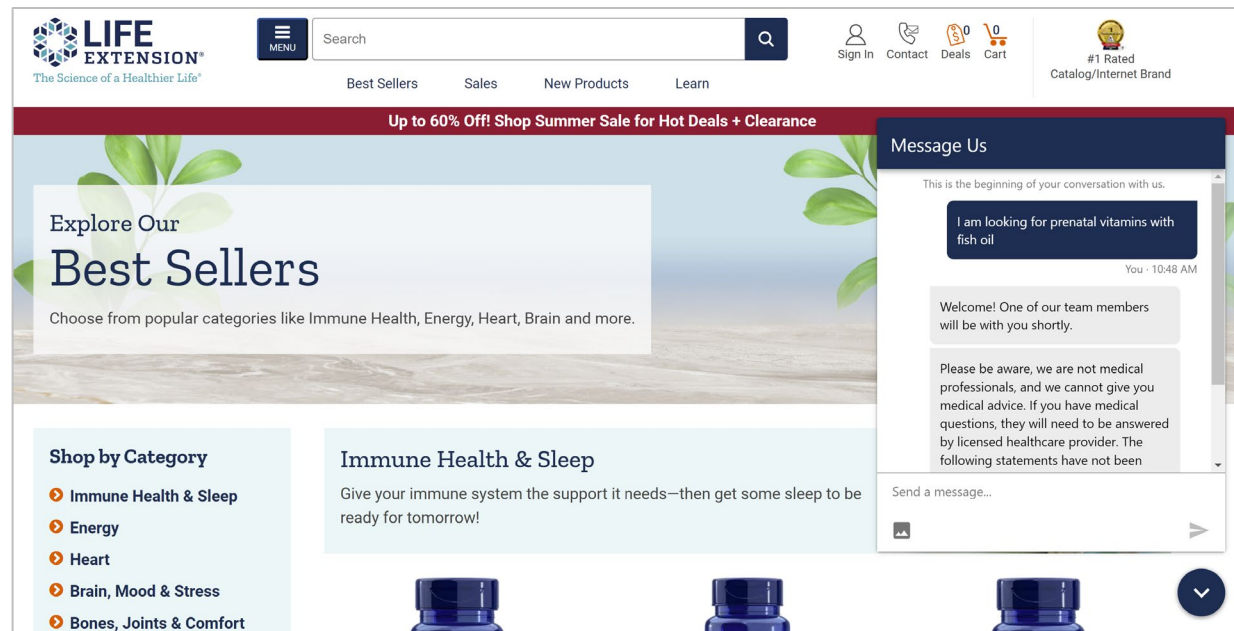
Le-Vel is a health and wellness company created to enhance the lives of our customers and brand promoters through increased health and wellbeing. Le-Vel's cornerstone product line, **Thrive**, has been purchased by over 5.5 million consumers. To get more information on the Thrive Experience, please visit our **Thrive Reviews** page to hear stories from our customers and promoters.

If you would like to thrive with us and become a new customer or promoter for Le-Vel, please visit us on Facebook and connect with a brand promoter there. Thank you for your interest in Le-Vel.

[f](#) [X](#) [@](#) [▶](#) [♪](#)

# Life Extension

- Sitewide search available with filters, but no vitamin finder
- Customer service phone number available 24/7
- Live chat only available during specific hours. Visitor must add in their personal information before engaging a live agent
- No chatbot available



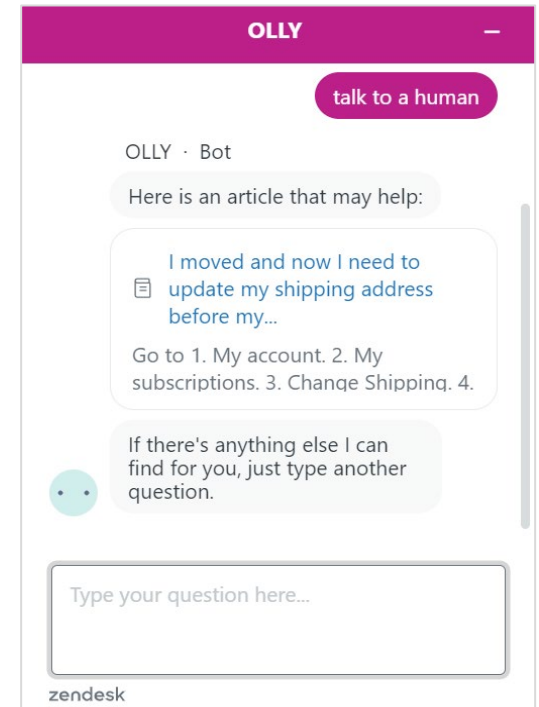
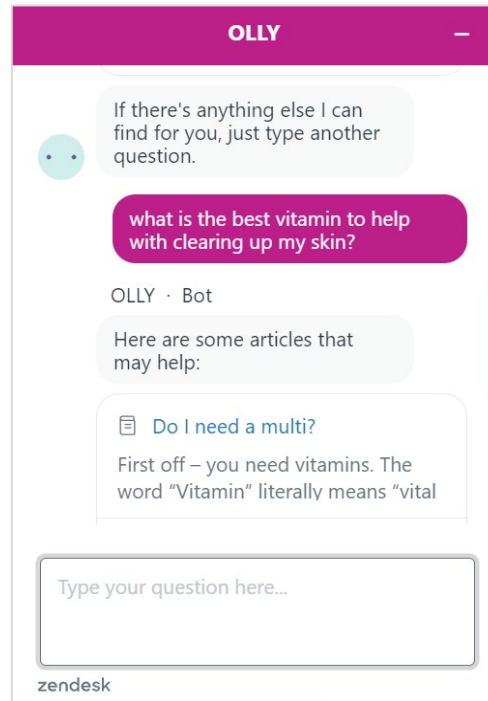
# Unilever: SmartyPants

- "Find my Formula" vitamin quiz available. Minimal flexibility, no way to go back or ask questions
- No chat bot, Conversational AI or live chat obvious
- FAQs and search available
- Contact us: Customer support team available during business hours and responds within 2 days
- Email, call and text options

The screenshot shows the SmartyPants website interface. At the top left is the logo for SMARTY PANTS VITAMINS, featuring a stylized owl. To the right of the logo are navigation links: "Kids" with a dropdown arrow, "Adults" with a dropdown arrow, and "Find My Formula". Below the navigation is a main heading: "Please Select the Age(s) of Your Kid(s)". Underneath this heading is the instruction "Select All That Apply". There are four orange buttons with rounded corners, each representing an age group: "Infant (0-1 yr)", "Toddler (2-3 yrs)", "Kid (4-12 yrs)", and "Teen (13-18 yrs)". At the bottom of the page, there is a dark orange banner with the text "Get SmartyPants updates delivered right to your inbox!". To the right of this text is a sign-up form consisting of a white input field labeled "Email Address" and a dark red button labeled "SIGN UP".

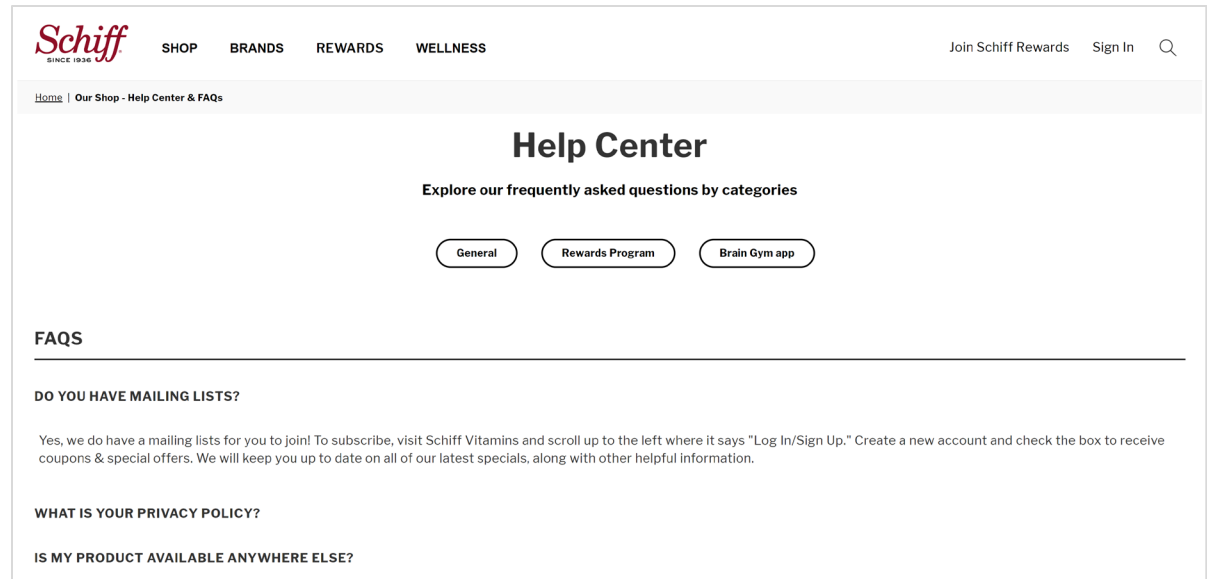
# Unilever: Ollly

- Bot available. After every question, replies with a list of documents to sift through, similar to basic search. Does not directly answer the question
- No way to escalate to human through bot
- "Help Center" includes basic search, along with categorized FAQs
- Email support within 2 days
- Phone support that includes voicemail



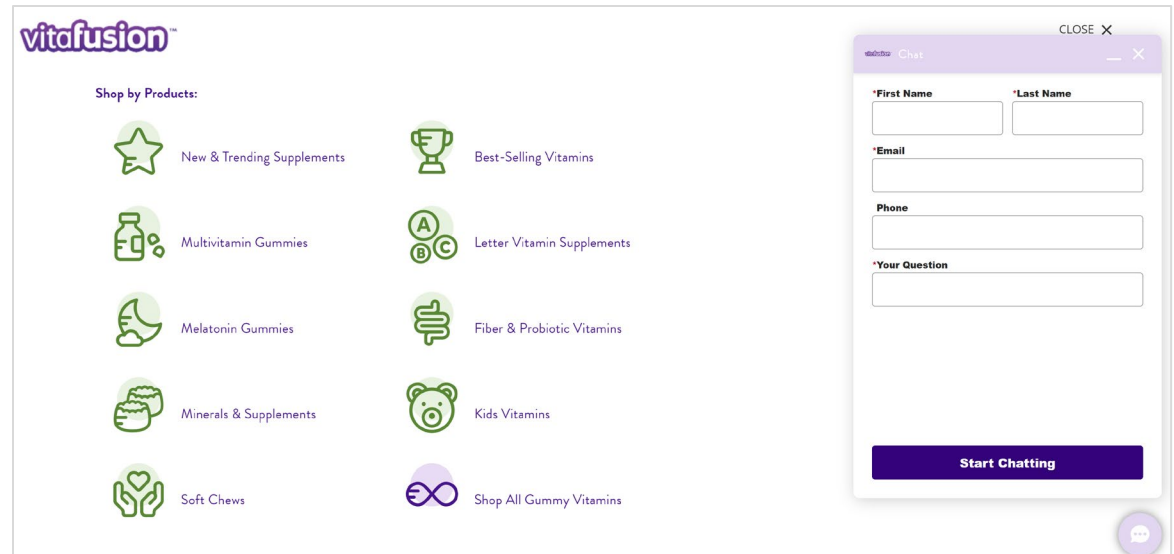
# Reckitt: Schiff

- Help Center with categorized FAQs
- Email & phone support available during normal business hours
- No bot, Conversational AI, or option to ask a direct question
- All Schiff brands' websites (Airborne, Move Free, Megared, Digestive Advantage...) follow the same template which includes Help Center



# Church & Dwight: Vitafusion

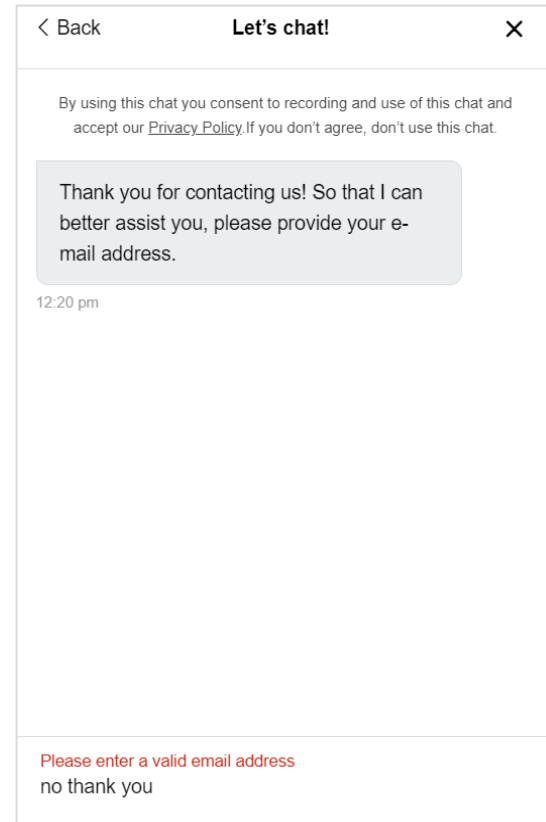
- Live chat available after submitting contact information
- Phone help limited availability
- Contact form, with best effort to respond within 2 business days
- No bot, Conversational AI, or option to ask a direct question
- Shop by Health Interests/category option





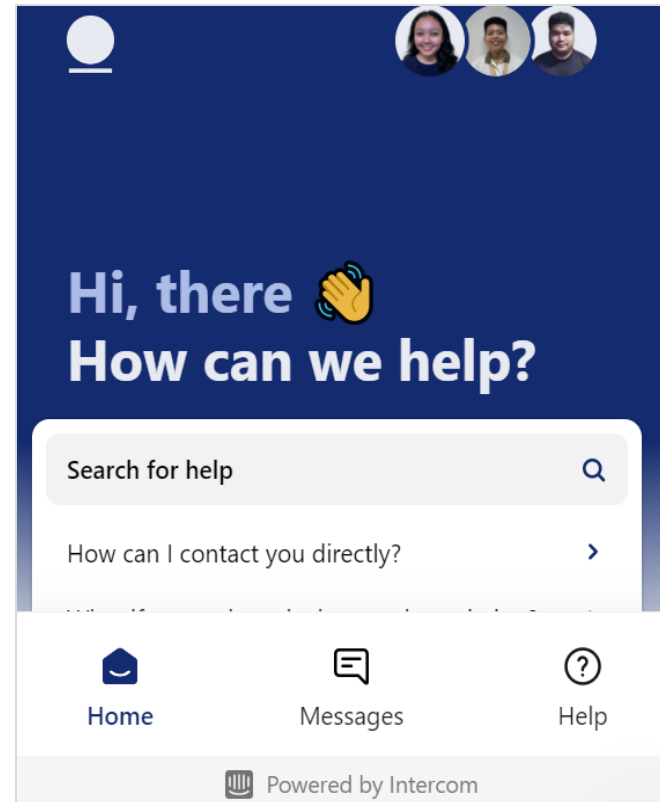
# Piping Rock Health

- Phone and text support not always available
- FAQs page
- Live chat available 24/7 however, cannot begin chatting without entering a valid email address
- Contact form available
- No bot, Conversational AI, or option to ask a direct question



# Ritual

- Chat & email - Seven days a week
- "Click on blue chat icon to chat"- is not apparent in the chat app or on any other pages
- Can search for articles on help page
- No bot or Conversational AI
- No straightforward way to ask a question and get an immediate response



# Nordic Naturals

- Option to search for products
- Live chat available after filling in contact information and question type
- Live chat, phone and email available with limited hours
- No bot, Conversational AI or straightforward way to ask a question and receive a response

**Chat with us** —

Hello! Thank you for visiting Nordic Naturals!  
How can we assist you today?

**Name**

**Email**

**Question Type**

**Message**

**Start chat**

# Now Foods

- Site search option
- Dedicated pages for shopping FAQs and healthy living FAQs
- To report a product complaint, option to fill out Product Feedback Form
- Contact numbers available as well as contact form
- No visible live chat option
- No way to ask a direct question and get an instant response
- No Conversational AI or bot

## FAQs

With almost 50 years in business and more than 1,400 natural products, people tend to have some questions about NOW and our formulas. Before you call or send a message, take a moment to browse our database of frequently asked questions. Your answer may just be a click away.

["Best By" Date FAQs](#)

[Activated Nasal Mist FAQs](#)

[Airless Pump Dispenser FAQs](#)

[Allulose FAQs](#)

[Beet Sugar FAQs](#)

[Biotin Supplementation and Lab Tests FAQs](#)

[Black Cohosh FAQs](#)

[Black Walnut Extract FAQs](#)

[Bromelain FAQs](#)

# NOHOLD's Best Practices for CX Apps

- Make it easy to locate – a pinned button or permanent placement in the site's main navigation
- Assist visitors while shopping – add direct lines of support in your eCommerce store
- Allow shoppers to ask questions in their own words and receive accurate responses
- Provide a shopping support solution that can be available 24/7/365
- Do not ask for personal information to interact with automated systems
- Collect shopper free-form input to understand how to better serve your potential customers, reduce costs and increase sales
- Choose AI support applications that apply both Deterministic and Generative AI because:
  - Procedures can be established – like a Vitamin Finder
  - Information is consistent
  - Answers are discovered through company-only content to avoid hallucinations and inaccurate information
  - It is secure and compliant
- Choose AI support applications that can be leveraged on multiple channels and languages simultaneously

# We hope you found this helpful.

Members from the NOHOLD team did high-level evaluations of CX experiences on nutritional supplement websites. We focused on customer service telephone number, vitamin finders/ quizzes, chatbots, live chat, and Conversational AI to identify how easily we could find specific products and get answers to product questions via the website/eCommerce store. Your feedback is appreciated.

Thank you,  
NOHOLD Team





