

Supporting IM Attendees, Zero New Hires: Mastermind’s Surge Support Solution

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93%

of live chat questions answered by Agent Maven™

75%

reduction in response time with 60% more contacts

68%

of support page inquiries resolved autonomously



Simas Tamosaitis
DIRECTOR OF CUSTOMER SERVICE

“Maven helped us scale in a smart, sustainable way, and the results have exceeded our expectations.”

Learn how Mastermind scaled support coverage during its biggest event without adding headcount with Maven AGI’s AI-powered chat solution.



About

Mastermind, co-founded by Tony Robbins and Dean Graziosi, empowers millions of users to transform their expertise into thriving businesses, coaching programs, and communities. With a reputation for high-impact content and world-class support, Mastermind helps its global customer base unlock new opportunities and achieve meaningful growth.

Challenge

Meeting Surging Seasonal Support Demand With a Lean Team

As Mastermind’s audience grew, so did support volume, especially around its highly anticipated Thrive conference, which attracts over one million live and virtual attendees each year. These moments of peak visibility bring a surge of inquiries, often from new users eager to get started on the platform.

Simas Tamosaitis, Director of Customer Service, saw this as an opportunity to create strong first impressions, so long as Mastermind handled the rapid surge without sacrificing the speed and high quality of support it’s known for.

The catch? There was no perfect way to staff for it. If the team hired based solely on their seasonal spikes, the company would be left with additional headcount during slower months. But if they kept operating with a typical day’s staff, they could be left scrambling when support requests inevitably jumped again.

Adding to this complexity, the nature of new user questions during each wave meant the team had less bandwidth for complex questions. In short, Simas’ team needed a scalable way to handle volume without growing headcount, and with the next annual conference quickly approaching, they needed it fast. A solution that could provide fast, accurate answers to repetitive questions, maintain Mastermind’s trusted tone and quality, and integrate seamlessly with existing workflows.

Simas took a thoughtful approach to his search. With a clear checklist, they explored more than 10 platforms, looking for a flexible, collaborative partner who was genuinely invested in their success.

After a quick demo and one trial, Maven AGI quickly stood out.

“We were looking for a partner who would evolve with us, respond to feedback, and truly invest in our success. Maven checked all the boxes.”

Solution

Launching AI-Powered Chat and Email Support in Just 6 Weeks

With the next Thrive event just weeks away, Maven AGI stepped in with a structured onboarding plan and rapid integration capabilities designed to hit Mastermind’s tight timeline. “Onboarding was smooth, well structured, and collaborative,” Simas says. “It really felt like a true partnership from the start.”

The Maven team met with Mastermind’s customer service, QA, IT, and retention leaders to map workflows, build a focused knowledge base that captured the brand’s encouraging voice, and connect directly with the company’s email-based support tool.

Maven was responsive and hands-on from day one, quickly addressing questions and keeping implementation on track. The system was fully operational within six weeks, just in time for Mastermind’s biggest event.

To ensure customers received quick, accurate answers, Agent Maven™ was deployed in three key ways:

- **Website Support Box:** A ChatGPT-style interface on the support page gives users instant, AI-powered answers, reducing wait times and solidifying Mastermind’s strong first impression.
- **Live Chat Widget:** This tool immediately responds to common questions before routing to a human agent, helping customers get help fast during busy periods.
- **Email Copilot:** For email, Agent Maven™ understands messages, intent, and drafts on-brand replies using Mastermind’s knowledge base, including step-by-step guidance for topics like account setup or billing.

By handling common inquiries, Agent Maven™ frees up more of the team’s time for nuanced issues that need a human touch. “Our team can now devote more of their energy to guiding students through complex situations, while Maven efficiently handles many of the routine questions.”

Additionally, Maven’s dashboard gives Simas granular visibility into Agent Maven™’s performance and highlights common customer questions, helping the team spot trends and improve service. The internal Copilot feature also acts as a real-time resource for agents, helping them find answers and handle inquiries with greater consistency.

Now, Mastermind has a scalable support system that adapts to seasonal spikes, keeps the brand’s trusted voice, and delivers quick, accurate answers for every user.

“It wasn’t a one-size, out-of-the-box type of solution. Maven AGI really took the time to understand our workflows and tailor the setup. They even respond on weekends. So, they’ve been a great partner.”

Results

Automatically Resolving 93% of Live Chat Inquiries With Zero Compromise on Quality

Within just two months of going live, Maven AGI was seamlessly embedded in Mastermind’s daily workflows. Agents got valuable time back, response times dropped, and support quality stayed high, even during the company’s busiest season:

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- 75% reduction in response time with 60% more contacts
- 68% of support page inquiries resolved autonomously

Looking ahead, Simas and the team are rolling out auto-replies and custom actions so Agent Maven™ can resolve more requests end-to-end, including unsubscribing and basic account changes. These steps will help Mastermind deliver faster, more consistent support as its audience continues to grow.

“Maven AGI is flexible, collaborative, and nimble. They adapt to our needs and are ambitious enough to help keep raising the bar. We’re excited to keep growing with them.”