Garrio

GARRIO RESEARCH · THE STATE OF SHOPIFY SUPPORT 2026

The Response Time Tax

Response time is one signal. The bigger issue is whether the store helps customers at the moment they need it — before product doubt, checkout questions, or shipping worries turn real buying intent into an abandoned cart, a refund, or a silent exit.

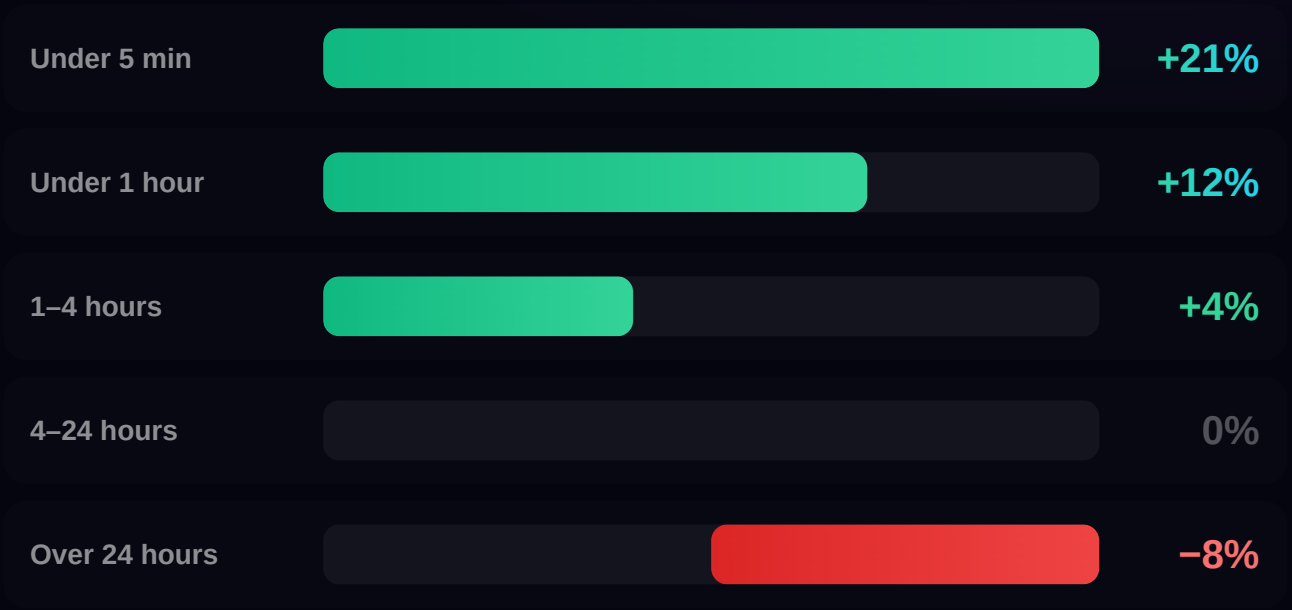
558,781	3	$4.2B
STORES ANALYZED	YEARS OF DATA	AT STAKE (MODELED)

Based on HTTP Archive technology data (November 2025 crawl) and published response-time benchmarks. Dollar figures are modeled scenarios, not measured revenue. Full methodology on the last page. garrio.ai

Garrio

The Response Time Tax

Every hour customers wait, the store loses conversion. Modeled impact on conversion by time-to-first-help:



FOR A $600K / YEAR STORE

$237K

Left on the table each year

MODELED SCENARIO · not measured revenue

Garrio

What helping at the right moment delivers

Stores that help customers while they are still deciding see better outcomes year over year.

73%
Happy Customers
Questions answered instantly
65% in '25 · +8 pts

+22%
Bigger Orders
Customers buy more when helped
+18% in '25 · +4 pts

3x
More Repeat Buyers
Help at the right moment drives loyalty
2.5x in '25 · +20%

How the top stores treat customers

Response time	12+ hours waiting	**Under 5 minutes**
Coverage	Business hours only	**Around-the-clock, managed**
Revenue impact	A cost center	**Helps drive sales**
Voice of customer	Feedback lost in threads	**Insights & reviews captured**
Pre-sale questions	Lost opportunities	**Converted to orders**

Garrio

What this means for your store

The tax is not really about response time. It is about whether buyers get help at the moment they need it.

- Most of what looks like “support” is buying help: product fit, sizing, checkout questions, discounts, shipping, returns, and policies.
- Delay and confusion at those moments turn intent into abandoned carts, refunds, and customers who leave quietly.
- Speed alone is not the fix — consistent, accurate help is. That means handling routine questions instantly and bringing in a person when a situation needs judgment.
- The first move does not have to be another hire. Add capacity before headcount, then hire when judgment truly needs a full-time role.

Install Garrio to close the gap

Garrio gives your Shopify store AI plus people for the customer-facing work behind the tax — reducing the delay, confusion, and repeated work that costs orders. AI handles routine questions fast; people step in for judgment.

Install Garrio on Shopify · garrio.ai

Calculate your Response Time Tax

Methodology & sources. Store technology data from **HTTP Archive** (httparchive.org, November 2025 crawl) analyzing 558,781 Shopify stores via **Wappalyzer** (wappalyzer.com) technology detection. Response-time benchmarks from **HubSpot State of Service 2025** (hubspot.com/state-of-service). Conversion-impact figures derived from **Harvard Business Review** and **Forrester** research and presented here as modeled scenarios, not measured revenue for any individual store. © 2026 Garrio · garrio.ai