Premium Fashion Retailer Launches Brand-Aligned Customer Service

COMPANY PROFILE
More than 2.5 million women visit this award-winning fashion website every month. Designed like a fashion magazine, the e-tailer offers, packages, and delivers the best trends in fashion to its customers anywhere in the world. Since its launch in 2000, it has established itself as the one-stop shop for fashion reviews and updates, cutting-edge fashion labels, and personalized styling advice.

CHALLENGE
The fashion retailer, with only an online presence, conducts its entire business either over the phone or through emails. Orders have to be shipped to destinations all over the globe based on those interactions. Customer and order details need to be tracked, logged, and retrieved from the email and phone interactions. It is, therefore, crucial that their communication process is as flawless as possible. With that end in mind, the web-based store started out to look for a system that would take charge of their customer service operations.

SOLUTION
A unified agent console could do wonders in this scenario. eGain® is equipped with such a console which integrates all channels and departments on the agent desktop. So, after extensive research and some trial-and-error, the decision was taken to install eGain Mail™. Its reputation as a scalable solution built on a robust platform that can be integrated with other non-eGain applications worked in its favour, as would be justified during the implementation phase.

RESULTS
The aim was to improve productivity and relevance of customer service by providing better information to agents and monitoring email responses against consistent standards. SLAs were being adhered to and any breach was noted through alarm workflows. A full audit of email interaction and path was maintained so that no email (read customer) went missing. All communication regarding a particular activity was routed to the same agent to maintain continuity and make the customer feel at ease.

Better access to information improved email management and reduced email handling time enabling agents to handle more emails in a day. eGain Mail’s audit and administrative capabilities have helped KPIs to be set, measured, and managed. Management information can be gathered on demand which help managers and agents to analyze and regulate efficiency levels.