This century old fashion retailer has grown from a single shop retailing menswear to a multinational group with several online and hundreds of physical stores, and an annual turnover of $4B. It owns and sells several high street brands. It is also one of the largest employers in the UK with tens of thousands of employees.

The multibrand retailer, in sync with the digital times, has established a substantial web presence. In fact, a large portion of its revenue—about a crisp 25%—is from online sales. But online business brought its own challenges. As more and more consumers visited and bought on its website, consumer interaction through emails and phone calls spiked as did the number of contacts per order, bringing operational costs up and customer satisfaction down. eCommerce, so crucial to the high street retailer’s growth, could be a massively profitable arm but for the pressure on its contact centers.

Moreover, being a multibrand outfit, the retailer had to ensure that the customer experience it was providing was aligned with each brand. Who could help the retailer in delivering effective, brand aligned self-service on the website so that online commerce flourished, and customers, for the most part, didn't need to email or phone for support?

The company selected eGain’s web self-service solution, eGain SelfService+AI™, to manage customer inquiries on its website. The solution comes with out-of-the-box templates and the capability for creating self-service knowledge base portals. eGain helped the retailer create brand-aligned portals where customers could easily find answers made available from a centralized eGain knowledge base. eGain was confident it could (over) achieve the contact center and customer service targets set by the company.

And did the company overachieve its goals! The deployment was completed within three weeks. In the first week, the business received 23% fewer emails and phone calls. Email traffic reduced by 51%, a good 14% more than the target! The number of contacts per order came down by an average of 29%. And, best of all, customer satisfaction increased. Now, alongside delightful fashion wear, the company also provides self-service experiences that delight.