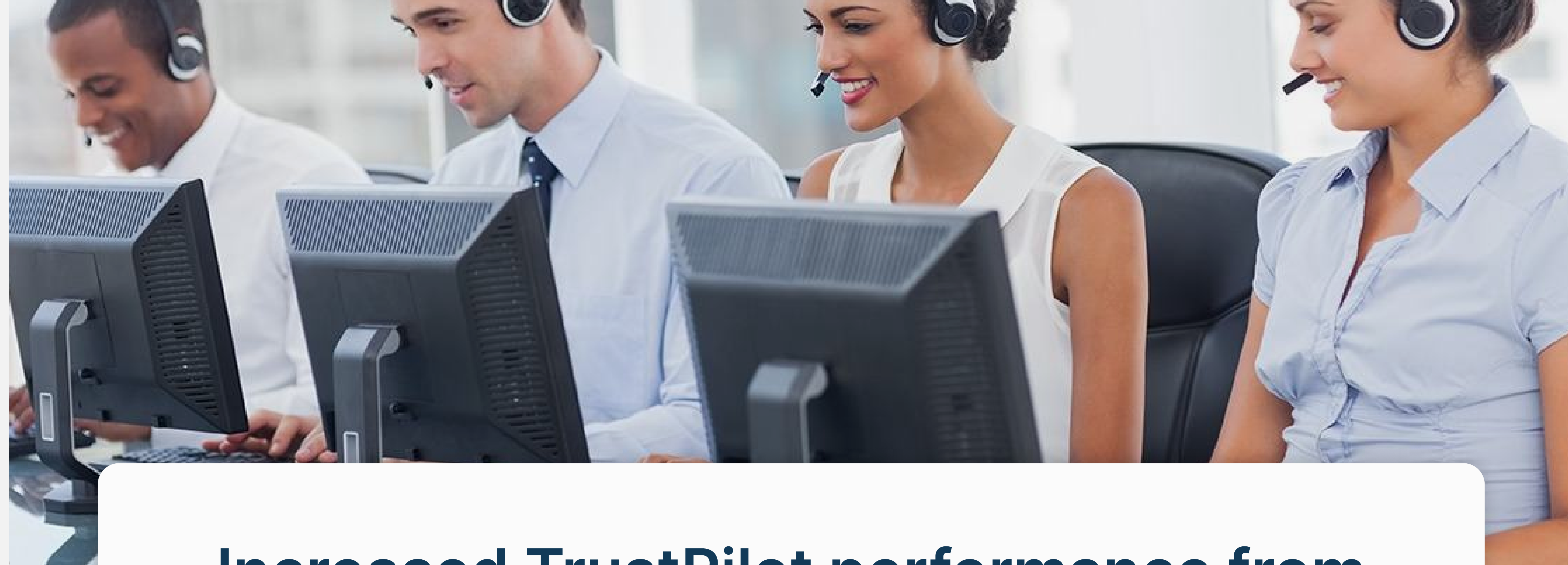


Building Trust Through Service



Increased TrustPilot performance from

3.7 star to **4.5 star**

Fashion wear brand

This business with over 9,300 Trustpilot reviews was struggling with being proactive with their customer and was having a hard time in getting back to their customers within 24 hours due to their increasing customer base. They were seeing a decrease in customer satisfaction as their business grew. Our Client is a stylish, reasonably priced apparel brand that focuses on fast fashion cycles and uses social media marketing to connect with its intended demographic. The brand primarily targets young, fashion-forward people and focuses on offering the newest trends in fashion at reasonable costs.



Our Challenges

- The high volume of customer inquiries, returns, and cancellations, made it difficult to handle these efficiently.
- Difficulty in maintaining a positive online reputation due to unmanaged reviews and feedback.
- Inefficient customer support processes led to customer dissatisfaction and reduced loyalty.

STRATEGIC APPROACH

Issue Recording System:

Developed a system to record all issues, faults, defects, feedback, and message types. This data helped identify problem areas and implement corrective measures, leading to improved customer satisfaction.



Proactive Customer Support:

Provided proactive support to customers, offering important pre-sale information and reducing the number of returns. This approach led to increased sales and customer retention.

Continuous Improvement:

Continuously identified customer pain points and offered suggestions for process optimisation and growth. This feedback-driven approach resulted in innovative solutions and enhanced customer experiences.



Collaboration with Other Departments

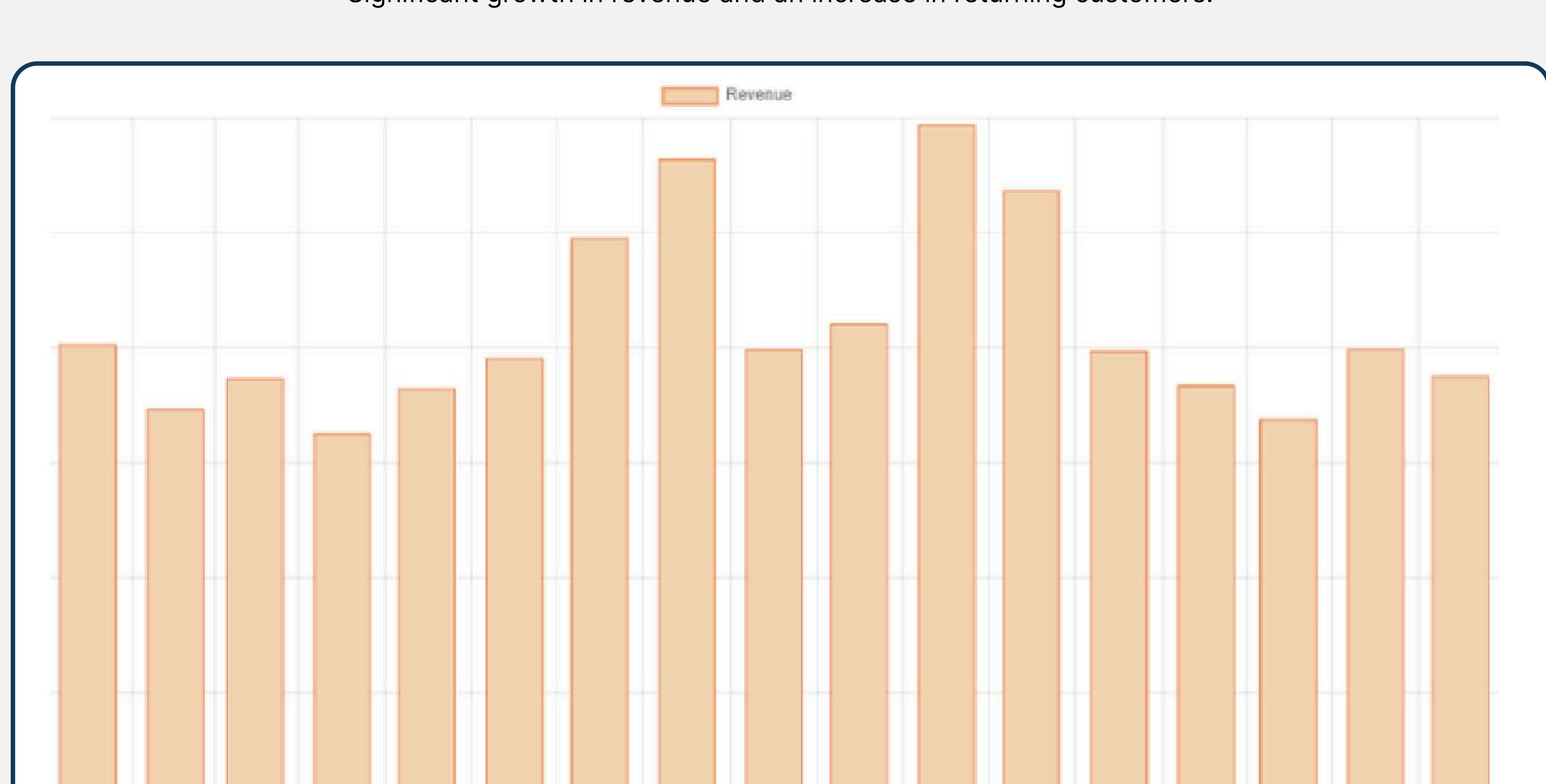
We collaborated closely with other departments such as the warehouse, buying team, and IT. This cross-departmental collaboration helped optimise processes and reduce errors, ultimately contributing to business growth.

Quality Assurance metrics:

We implemented quality assurance metrics to ensure the agents are providing the best quality customer service to for the client and reduce the error ration by 85%.

Improvements

Significant growth in revenue and an increase in returning customers.



- Decrease in the number of returns due to proactive customer support.
- Improved Trustpilot scores and store ratings.
- Hundreds of positive feedback from satisfied customers reflect our commitment to customer satisfaction.
- Increased customer satisfaction.

Conclusion

MyTeamz has revolutionised customer care operations for the client by providing devoted and customised help. MyTeamz has significantly contributed to the expansion of the Client and the improvement of customer happiness by working with several departments, utilising creative approaches, and optimising workflows. Outstanding customer service is crucial for enabling business success, as seen by the favourable effects it has on sales, customer satisfaction, and overall business performance.