

How Women's Best uses messaging to offer customer support twice as fast

Women's Best is one of the world's most successful retail start ups, receiving thousands of orders per day. It sells sportswear and premium sports nutrition for women through its online shop. With over 1 million customers, the company naturally receives a large number of customer inquiries. Customers usually ask about order status, additional product information, or write to give feedback. Using the WhatsApp Business solution with the Messenger Communication Platform, Women's Best has been able to establish messaging apps as the main channel for customer inquiries and respond more efficiently.

ca. 600
Incoming messages every day

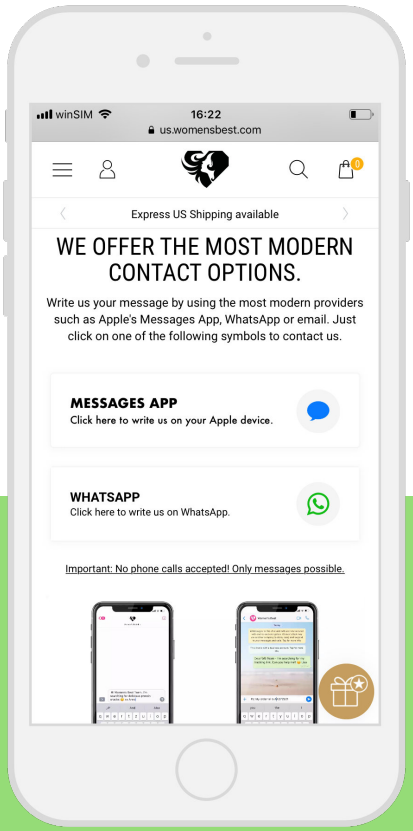
37
Resolved tickets per agent/hour

50%
Faster processing time per customer inquiry

Challenge

According to the latest market research, Women's Best reaches 1.3 billion people annually, in a total of 150 countries, in several languages. They receive hundreds of customer messages every day. It's not an easy task to process these messages quickly while still offering high-quality service. Due to the company's rapid growth, it was necessary to establish one central channel for quick processing of customer inquiries. Email and live chat were no longer able to satisfactorily fulfil Women's Best customer service needs.

The challenge is not only to respond to the customer's inquiry as quickly and qualitatively as possible, but also to answer questions on a personal level and have an efficient dialogue with the customer.



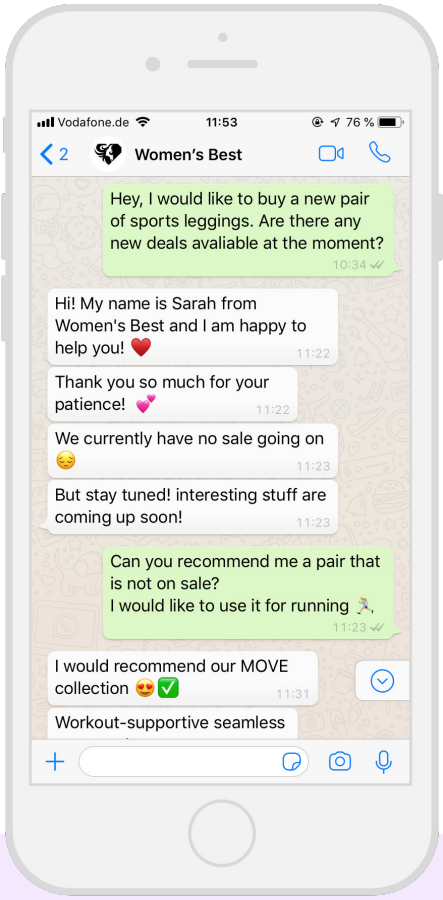
"It is very important to us to establish one central channel for quick processing of customer inquiries. MessengerPeople's platform is a perfect tool for this and allowed us to dramatically simplify our processes."

David Kurzmann
Women's Best CEO & Co-Founder

Efficient messaging app customer service thanks to the Messenger Communication Platform

WhatsApp turned out to be the perfect communication channels for Women's Best for their target audience and customer service needs. The communication over these messaging apps is fast, direct and everyone today is reachable over one of the two channels.

The Women's Best team worked with MessengerPeople to implement WhatsApp as a customer service channel within four weeks. "We particularly appreciate MessengerPeople because of the short development cycles for the software solution, which is specifically designed for customer service," says Kurzmann. Thanks to the Messenger Communication Platform's intuitive ticket system , the support team can efficiently process a high volume of incoming inquiries about products or orders. Using the WhatsApp Business solution, Women's Best also automatically sends order confirmations and order and shipping status information to customers who have opted in to receive these notifications.



1-5
hours average processing time

70%
fewer e-mails received

Women's Best's response time reduced by 50% - plus more satisfied customers

By using the WhatsApp Business solution over the Messenger Communication Platform, Women's Best's was able to reduce their 50% and the Customer Care team receives 70% fewer emails. Since then, telephone support has only been used reactively. Women's Best's customers particularly appreciate the simplicity and short response time of the messaging app service, which naturally has a positive effect on purchasing behavior. Women's Best can already trace purchases back to consultation via WhatsApp.

"With the Messenger Communication Platform, our e-mail customer support platform became obsolete."

David Kurzmann
Women's Best CEO & Co-Founder

messengerpeople