



MicroAutomation Helps Online Retailer Implement Personalized Self-Service

Background

Boasting more than 300 American and European brands, FULLBEAUTY is the world's largest online marketplace for plus size apparel, with offices in El Paso, Texas, Indianapolis and New York City. They are experts in what flatters and fits a woman's curves. And with such a diverse variety of styles available in one easy-to-shop commerce platform, their goal is to empower women of any size to feel confident and beautiful.

Though they are primarily an online retailer, FULLBEAUTY customers can also place orders over the phone with a representative, as well as via traditional mail order through their catalogs.

Challenge

Customer support is vital to FULLBEAUTY Brands' success, which includes significant increases in call volume seasonally and during the holidays. This includes customers using their critical self-service application for order status inquiries, gift card balances, product returns, and credit card balances. To improve self-service utilization, MicroAutomation designed and implemented a personalized approach that predicted customer intent and proactively engaged them in the likely reason for their call.

For example, in the traditional IVR self-service, customers were only able to locate their order successfully through self-service application 53% of the time, meaning nearly half would speak to an agent to get their order status. Given the competitive nature of the retail industry in light of online and mobile commerce, FULLBEAUTY knew they needed to improve the customer experience, while also controlling their operating costs and focusing agents on revenue generating phone calls.

Solution

MicroAutomation was selected by FULLBEAUTY to help them overcome these challenges. With more than 25 years of comprehensive experience in personalizing the customer experience and improving bottom-line metrics through innovative technology solutions, our team was able to demonstrate that the intuitive (personalized) interactive voice response (IVR) component of our OmniEngage solution would produce the results they were seeking with minimal investment.



We developed OmniEngage with the understanding that customers choose to do business with a company for a variety of reasons, including the quality of the product or service provided, how compelling the brand is, and/or the value being delivered through savings.

Through the delivery of interactive, personalized experiences, OmniEngage enables brands to drive customer loyalty through our Reduce Customer Effort approach that is founded on three principles:

- A brand **knows their customers** and personalizes their experience.
- A brand proactively **engages their customers** about issues, before they have to reach out.
- A brand **values the time for their customers** with quick resolutions to their problems.

We began with analysis of how order status searches were conducted by FULLBEAUTY Brands customers, as well as their success rates. We found that the use of a phone number as an order identifier was not only the most commonly chosen option, it also produced the highest rates of success. In addition, a large segment of these customers were calling from the same number they used to search for their order.

With this knowledge, we implemented a more streamlined, personalized IVR system through our OmniEngage product that would automatically search for an order based on a Caller ID function, without a customer having to provide that information. Only if an order was not found would a customer be given the opportunity to search for their order based on other criteria.

Results

The project took five weeks to complete, with four weeks of solution design and development and one week for implementation. MicroAutomation's OmniEngage solution delivered quantifiable, positive outcomes for FULLBEAUTY, as well as their customers.

MicroAutomation reduced the average call duration by 12%, driving customer loyalty by valuing their time. In addition, 54% of inbound callers received a personalized interaction by

automatically retrieving order status information, demonstrating the ability to know why a customer is calling.

Summary of Results

- > 68% increase in callers successfully finding their orders
- > 54% of callers had their order located automatically by Caller ID
- > 12% drop in average call duration

Overall, these outcomes not only increased the loyalty of FULLBEAUTY customers by streamlining the order status retrieval process, it also improved the company's service level metrics and reduced costs, freeing up the time of their agents to assist in closing new orders.

About MicroAutomation

MicroAutomation focuses on driving proactive and personalized customer interactions across all channels – phone, mobile, web, text, social, and agent – while reducing the overall operating costs to service your customers. We turn your customers into your advocates through technology innovation. Our mission is simple – enable effective, efficient self-service to your customers through our reduce customer effort strategy.

Since 1991, MicroAutomation has formed partnerships with our clients, establishing relationships that last. We combine our technology experts and applications with industry leading contact center technology vendors to drive innovative customer self-service for our clients. The combination of our people, applications and technology enables us to deliver Solutions as a Service. We have a passion to provide our clients with a competitive advantage in the market through enabling a superior customer experience.

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