commbox

CLARKS SHOES REDUCED ITS SLA FROM 5 DAYS TO 1 HOUR USING THE COMMBOX SOCIAL MEDIA FEATURE

99%
Social Media SLA response time Improved

25%
of customer requests resolved by chatbot

36%
increase in customer satisfaction

Intro

Clarks is one of the largest, best-known, British-based international shoe manufacturer and retailer.

It was founded in 1825 in Street, Somerset, England – where its headquarters are still located today. The company has over 1,000 branded stores and franchises around the world and also sells through third-party distribution.

In 2018, Clarks reported 50 million transactions worldwide and a growing demand of its online store. With this growing demand to online products, their system couldn't handle all of its customer requests or common questions regarding tracking orders, returns & refunds, etc.

Clarks uses the Cirrus system to handle its phone directory, and its customer service team reported receiving more than 1,200 telephone calls a week. They also receive hundreds of emails and social media enquiries.

The Issue

Their response time was slow, and they couldn't handle all the requests in a timely and effective manner. Clients kept reaching out through their favorite communication channels; however, Clarks couldn't respond to their requests on time.

Before implementing CommBox, Clarks had a 5-day response time to social media requests.

Clarks needed a change. Moving to an omni-channel platform was the obvious solution for them and their choice of CommBox was certainly the right one for their company's needs.

Clarks.

450
Stores in the UK

15380
Employees in the UK

1.5 Billion
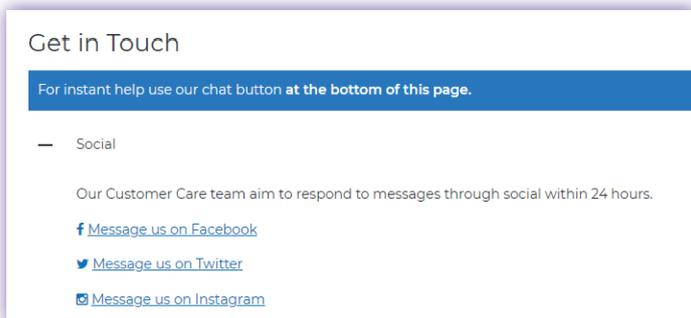British pounds turnover in 2018

99%
Social Media SLA response time Improved

Commbox - Clarks The Solution

The integration of the CommBox omni-channel advanced platform with the Clarks Cirrus costumer center system was done quickly and seamlessly. CommBox uses easy integration and quick on boarding process features.

The first step was managing all of Clarks customer requests via social media. The main social media feature used by Clarks was the "Facebook Pages" feature, which essentially gave Clarks the option to

Get in Touch

For instant help use our chat button **at the bottom of this page.**

— Social

Our Customer Care team aim to respond to messages through social within 24 hours.

f Message us on Facebook

🐦 Message us on Twitter

📷 Message us on Instagram

Moreover, with the CommBox advanced platform, Clarks can now prioritize customer requests by SLA time, by agent skill, and by availability all through one advanced interface.

This particular CommBox feature has helped Clarks reduce their SLA from a 5-day to a 1-hour response time in social media!

Social media SLA response time improved by 99 percent making Clarks customers much happier now than ever before!

- Handling all customer requests effectively via Social media
- Implementing "CAI" Clarks chatbot on website
- API to Clarks reservation system to track and monitor customer orders

Meet "CAI" clarks chatbot

The second step was making sure that customers can easily track their orders online and have an immediate response regarding returns & refund policy. By implementing "CAI" Clarks chatbot, Clarks has managed to resolve more than 30 percent of customer interactions.

The above has not only helped Clarks to resolve customer interactions in a timely manner but also save agents precious time and reduce costs.

CommBox API connects to the Clarks reservation system in order to track and monitor customer orders and deliveries.
CommBox Chat allows your customers to connect with your representatives directly from your website or mobile application. This fully featured app enables you to customize the look and feel of the chat with full CSS support, send automatic messages, manage working hours and headlines, and work both synchronously and asynchronously. This application not only offers texting abilities but also allows you to send photos/audio/video messages and real-time locations (maps).

While this application may sound like just another customer service mechanism, Clarks, as a case study, illustrates just how big a difference CommBox can make. In a world where almost everything is instantaneous for buyers, the brands that stand out are those that can meet client needs within the hour. It's no longer a 24-hour to 48-hour (or in the Clarks case 5-days) game. It's about instituting a customer service policy that gets information out as fast as possible.