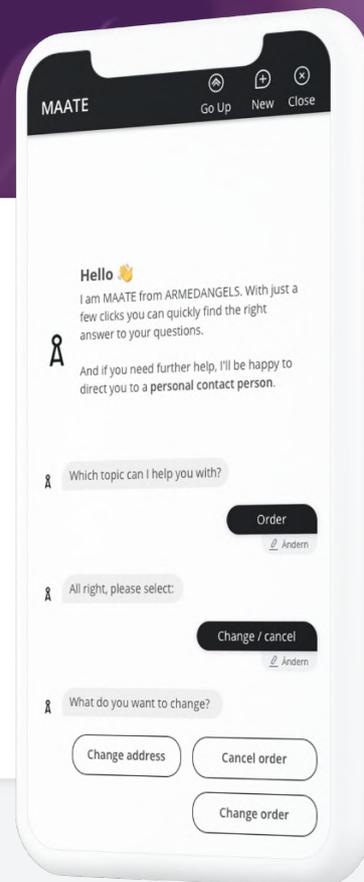


ARMEDANGELS

Live Since February 2021

How ARMEDANGELS empowers their customers digitally with a self-service rate of 87%

ARMEDANGELS is disrupting the fashion industry with its mission to make clothing more ethical and environmentally friendly. Growing their brand internationally, ARMEDANGELS is always looking for new sustainable ways to support them and their customers. This endeavor led to automating their most repetitive customer requests with MAATE, their chatbot.



Company



Challenges



Results

- ◆ Founded 2007 in Cologne, ARMEDANGELS goes against the fast fashion industry by creating sustainable, ethical and fashionable clothing and collaborating with other socially responsible companies in the production.
- ◆ Besides in their own web shop, ARMEDANGELS' products are also available in over 900 stationary stores and marketplaces (such as Zalando) in sixteen countries across Europe.
- ◆ The company currently has 115 employees and their customer service team consists of 7 agents.
- ◆ While expanding their business and increasing the number of orders, ARMEDANGELS wants to decrease the ratio between orders and service tickets.
- ◆ ARMEDANGELS was challenged by the high number of repetitive requests, filling up their backlog, while maintaining a high service quality.
- ◆ Aiming to grow even more internationally, ARMEDANGELS does not want to simply add more headcount to their service team, but support their growth.
- ◆ ARMEDANGELS saw instant success: Within the first two months after implementing their chatbot, the bot handled 30% of their overall ticket volume and reduced their first reply time by 20%.
- ◆ Their chatbot MAATE handles on average 2.500 conversations per month with a self-service rate of 87% and a CSAT of 74%.
- ◆ ARMEDANGELS uses the chatbot to understand their customer needs better and prioritizes internal projects accordingly based on these insights.

How ARMEDANGELS empowers their customers digitally with a self-service rate of 87%

ARMEDANGELS is disrupting the fashion industry with its mission to make clothing more ethical and environmentally friendly. Growing their brand internationally, ARMEDANGELS is always looking for new sustainable ways to support them and their customers. For their service department, this endeavor led to automating their most repetitive requests with MAATE, their chatbot.

Since their founding in 2007 by two friends who had the idea of launching a Fairtrade certified eco fashion label, ARMEDANGELS has been on a steep success curve while challenging the fast fashion industry from their headquarters in Cologne.

With sustainability at its very core, ARMEDANGELS searches for digital solutions which support their growth long-term, expecting even more customers and more orders in the near future. Their goal is to be able to actually decrease the ratio of service tickets and orders to

relieve their service department while increasing their sales.

In the past, their seven service agents were often overwhelmed by the sheer number of repetitive requests about orders, but also pre-sales topics which caused struggles in maintaining the high service quality. As their customer base is very sustainability-conscious, many questions arise before the actual order to avoid buying the wrong size and having to return it. ARMEDANGELS wants to ensure that their customers are offered quick and high-quality support at every stage of their buying journey.

Paving the way for a new era of consumer behavior, ARMEDANGELS decided to make automation a priority for their customers and their service department. They wanted to empower their customers and enable them to solve requests on their own with a chatbot solution which caters to their needs 24/7, pre- and post-sales.

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Solvemate offers an innovative and "easy to use" solution which makes our customers and our support team happy. Working with their customer success team is very productive and feels like great teamwork.



Rebecca Lange
Senior Customer Success Manager
ARMEDANGELS



In February 2021, their chatbot MAATE, which was named collaboratively in an internal survey, was implemented across every page of their website, serving all of their webshop's customers. It was a fast turnaround since the bot was launched just one and a half weeks after the onboarding with Solvemate's customer success team.

MAATE soon became an important and indispensable addition to the team by taking over around 2.500 conversations every month, supporting and relieving its human colleagues immensely. Within just two months, ARMEDANGELS was able to reduce the ticket volume by 30% and the first reply time by 50%.

The chatbot was well accepted by their customers right from the start, being able to achieve a self-service rate of 87% while delivering a CSAT of 74%. MAATE is integrated with ARMEDANGELS' CRM system Zendesk and in case a request needs to be handled by a human agent, it can handover the conversation via email, phone and live chat. By adding a function, the bot is able to track and inform customers about order and shipment statuses.

On top of offering quick reliable solutions to their customers and taking away the backlog of repetitive requests for their service agents, MAATE helps ARMEDANGELS to understand their customers and their needs even better – and act on it. The gathered data and insights from conversations and feedback helps the service team to identify service and knowledge gaps, which customers frequently encounter, and they're then able to prioritize these topics internally, enhancing the customer experience continuously.

Now that ARMEDANGELS has seen great initial success with MAATE, their support team is keen on further improving the chatbot for an even better service experience. Making the chatbot available on the whole website was just the beginning, now it's about optimizing the usage of the chatbot and the user experience for their customers in even more detail. This will be achieved through more dynamic and most importantly more personalized content, which enables their customers to solve even more requests on their own.



We couldn't handle all of these repetitive requests without MAATE. The bot helps us to reduce the response time and optimize the ratio between orders and tickets, so our team can focus on more complex cases.



Rebecca Lange
Senior Customer Success Manager
ARMEDANGELS





Offering 24/7 support through automation helps us grow and expand our business in a sustainable way. But it also enables our customers to take actions on their own and we make sure their voice is heard and doesn't get stuck on hold.



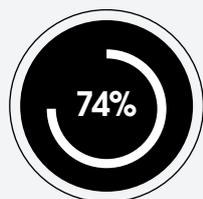
Rebecca Lange
Senior Customer
Success Manager
ARMEDANGELS



ARMEDANGELS' service team is currently working on an English version of their chatbot to serve their growing international customer base. In addition, the topic around product advice will become bigger, helping their customers to make the right fashion choice before their purchase and shop in an even more sustainable way.

Since February 2021 we noticed the following improvements:

CSAT



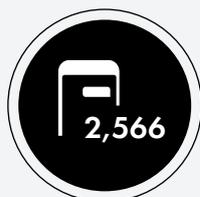
Chatbot handles overall ticket volume



First reply time reduced by



Solutions displayed per month



Self-service rate

