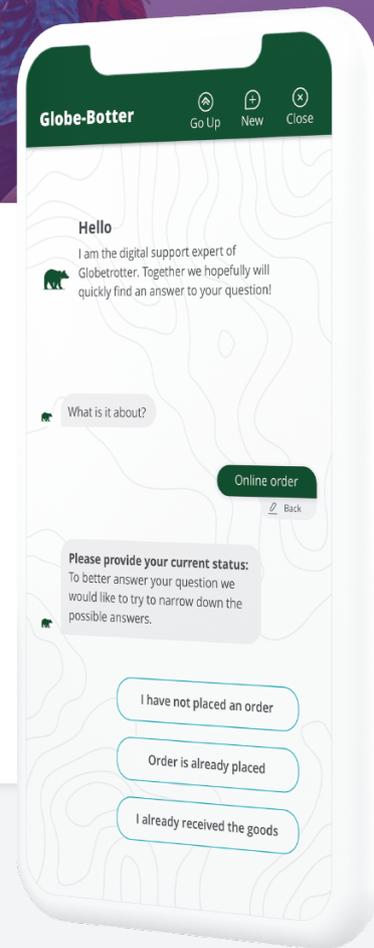


Globetrotter

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How Globetrotter Successfully Increased Its Self-service Rate in Times of High Demand

Being a leading outdoor retailer in Europe, Globetrotter provides the gear that puts people in touch with nature to experience great adventures. Having started as a small business over 40 years ago, this family spirit is something that still drives the company today. Whether in its shops or online, Globetrotter wants to offer its customers a great experience – including customer service.



Company

- ◆ One of the biggest retail companies in Europe specialized in outdoor clothing and equipment – in-store and online.
- ◆ Founded in 1979 and part of Fenix Outdoor International AG since 2015 which includes the Fjällräven brand.
- ◆ 16 branch offices in Germany with over 1100 employees, including 26 customer service agents.



Challenges

- ◆ The service department was working at maximum capacity and wasn't set up to scale.
- ◆ Struggled to automate and digitize the service department and meet customer expectations of 24/7 support.
- ◆ Increased demand in support as customers shifted away from in-store to online shopping due to Covid-19.



Results

- ◆ Service agents are able to focus on product expertise as the self-service rate has, so far, increased to 66%.
- ◆ Chatbot adoption significantly increased in the first month from 6,000 to 7,000 (in peak times even over 8,600).
- ◆ Online shoppers can now check their order status easily in the chatbot with an integration by parcellab.

How Globetrotter Successfully Increased Its Self-Service Rate in Times of High Demand

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Globetrotter has proven to support its customers steadily even in times of change and uncertainty. In 2020, the Covid-19 health crisis forced consumers to shift their shopping behavior from in-store to online. Thanks to the two-fold business model of Globetrotter, providing their product range on site and on the web, it made the switch easy for their customers. However, their service department quickly felt the effects of this with a rise of incoming requests.

Luckily, they had already onboarded a digital colleague to their team a few months before, which excelled at deflecting tickets and had their backs so they could support the more complex cases for which their product expertise and a human touch was needed. Globe-Botter, as the team named their chatbot, started off strong by already displaying about 6,000 solutions in the first month after its implementation.

Before taking this decision, their service department struggled not only with the overwhelming number of requests coming in via phone and email, but also to set up the right tools and structure to support the team in their daily work. Having relied on a technical solution that was just not the right fit and could not fulfill their needs led to not being able to meet their customers' demands of providing a great service experience 24/7.



Our customers are doers and explorers. Offering a chatbot is the perfect solution for them. Self-service empowers them while our team can invest their time on the most complex queries and deliver quality service.



Omied Sadegie
Customer Success Manager
Globetrotter

With Solvemate's easy to set up platform, Globetrotter was able to quickly digitize its support strategy and, first and foremost, to automate it. The chatbot currently offers over 100 solutions to the most common customer requests for topics such as online orders, buying advice, returns, customer account, as well as tracking and tracing. Tracking a shipment is simplified by Solvemate's integration with parcelLab, developing a routine for the Globetrotter customers to inform them about every step of their order journey.

Globetrotter quickly saw the internal and external benefits of having a chatbot which is able to provide a variety of instant solutions to their customers. Globe-Botter has been widely accepted and used by the customers right from the start. In February 2020, the first full month after its implementation, the chatbot already displayed around 6,000 solutions. On average the bot delivers around 7,000 solutions per month, reaching up to 8,600 during peak times, such as June 2020 when customers moved from in-store to online shopping due to the impacts of Covid-19.

Their chatbot's popularity grew steadily: The self-service rate is currently at 66% and continues to trend upwards. This increase does not only impact the customers, it has some visible internal effects as well. Implementing the chatbot as the first line of defense, the support agents were able to minimize their backlog of tickets and have more time to use their product expertise for the more complex customer inquiries. Being able to quickly offer solutions via the chatbot also helps the support team to avoid never-ending back and forth conversations with customers.

Besides solving customer problems Globe-Botter is also able to assist with purchasing advice and answer questions about sizes and product care. If a big adventure trip is coming up or customers just need in-depth advice, the bot helps them to make an appointment at their preferred store to get a dedicated consultation. The most popular questions which Globe-Botter frequently answers are about already placed orders and returns.



Together with Solvemate and their integration with parcelLab's real-time order monitoring, we're able to accompany our customers' on their buying journey and to meet their expectations of instant and seamless service.



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Customer Success Manager
Globetrotter

Globetrotter’s support team works continuously to incorporate the user feedback provided through the bot and implement changes of content and structure accordingly. This helps the bot to get a little bit smarter every day and really cater to the customers’ needs. All improvements in the bot directly have a positive impact on Globetrotter’s KPIs.

As ecommerce is a dynamic industry, Globetrotter needed a tool which allowed them to adapt to changes in an easy and timely manner to support their customers. Solvemate’s platform allows them to build new solutions and adjust custom texts to proactively inform their customers on issues such as delays caused by high order volumes or other problems with suppliers and deliveries.



Solvemate’s platform really empowers us to react quickly and inform our customers proactively about current changes such as delays due to high order volumes - it takes just a few clicks.



Tiemo Zepernick
Team Lead Customer Care
Globetrotter

Globetrotter wants to further deliver a holistic service experience to their customers by adding a new bot dedicated to the checkout page to cover pre-sales topics and push their conversion rate.

Since launching Solvemate's chatbot in January 2020, **Globetrotter** has noticed the following improvements:

Solutions displayed on average per month



Self-service rate



Time to Solution



Ticket volume reduced by

