Native digital shopping by design

TechStyle high-speed innovation enhances personalized experience for more than five million members worldwide.

Handpicked style that’s always on trend

Famed for membership-based digital brands, TechStyle is the retail partner of choice for celebrities like Rihanna and Kate Hudson. Using a unique software engine, its website and eCommerce platform provide personalized experiences for more than five million online shoppers.

To propel the business forward, TechStyle sought to transform its global contact centers by increasing service automation and focusing human resources on revenue-generating work. It also needed a more economical way to deal with spikes in volume.

Ready to run in 45 minutes

Achieving those goals on a legacy platform was challenging. TechStyle found it hard to integrate its CRM solution, bots and social channels, or offer new services. Unable to roll back software changes, downtime became more regular while quality assurance was resource-heavy — with little opportunity for real-time intervention.

Following an 18-month market-wide tender, TechStyle chose the Genesys Cloud™ platform. "We wanted an out-of-the-box solution with rich capabilities so we could deploy quickly, while also delivering rapid time-to-value," said Aarde Cosseboom, Senior Director of Global Member Services Technology, Analytics and Product at TechStyle. "In addition, we wanted the ability to cost-effectively customize the platform."
System-agnostic approach simplifies rollout

Initially, TechStyle considered taking a phased approach to implementation, but the easy-to-use Genesys interfaces and provisioning tools meant a big global rollout took under 90 days. “It’s not like we had to learn a new code set,” Cosseboom added. “Users were off and running after 45 minutes of e-learning and training — in good time for our September peak season.”

Currently, 1,000 fashion consultants use the solution for dedicated support to customers across brands, such as Fabletics, Savage X Fenty, JustFab, ShoeDazzle and FabKids. That digital shopping experience is delivered across 12 countries in seven languages. Largely transactional in nature, contacts last around nine minutes. They include over 10 million member interactions annually via voice, web chat, social media and messaging apps — all handled professionally and efficiently.

Supervisors and agents now have visibility into accurate real-time reports and have tighter control of KPIs like call quality, handle times and first contact resolution.

Purpose-built for innovation

The smart data layer and public APIs embodied in the Genesys Cloud solution connect critical systems and power new connections between applications. For example, now TechStyle can simply shift existing carrier services at no charge, which the company couldn’t do with other vendor offerings. In addition, the Genesys Cloud platform has provided critical features like e-support chat, social channel support and workforce optimization (WFO) with speech analytics.

TechStyle has used artificial intelligence (AI) for several years, including a voicebot from Genesys, which was seamless to turn on with the new platform.
“We’re now able to route, measure and expand new digital channels as customer preferences change.”

Aarde Cosseboom, Senior Director of GMS Technology, Analytics, and Product, TechStyle Fashion Group

The company can build and embed more custom solutions, such as a virtual agent to automate conversations over voice, chat and text.

Set up in two days, an Amazon Lex bot now frees human agents from dealing with billing enquiries, order checks and similar routine tasks. “We’re now able to route, measure and expand new digital channels as customer preferences change,” said Cosseboom.

More resilience and flexibility for less

Combining Amazon Web Services microservices with triple-active redundancy enables TechStyle to push new releases without fear of downtime. This is especially important during fashion launches and busy sales periods. Plus, the number of users can be easily flexed using a low-cost concurrent pricing model.

"With Genesys Cloud, we have a robust CX platform with all the features needed to raise the bar on the service we provide to members," concluded Cosseboom. "And, since we’re only paying for the people actually using it — not each named user regardless of whether they’re online — we anticipate significant savings."

Innovation is always in fashion. TechStyle is considering Genesys Altocloud™ with predictive chat so that agents can identify the best time to engage with customers who browse the website.

To learn more about the solutions featured in this case study, go to www.genesys.com.