

Premium Retail, Premium Support:

Upgrading CX for a Global E-tail Brand

The Challenge

A leading premium e-tail brand faced a disconnect between product and service. Customers paying toptier prices expect top-tier support, yet the in-house team couldn't keep up.

Two tenured agents were managing everything without clear workflows or guidance. Tickets stacked up, phone support was turned off for months at a time, and first response times climbed steadily. Negative feedback from long-time customers made it clear that the experience didn't reflect the brand's reputation.

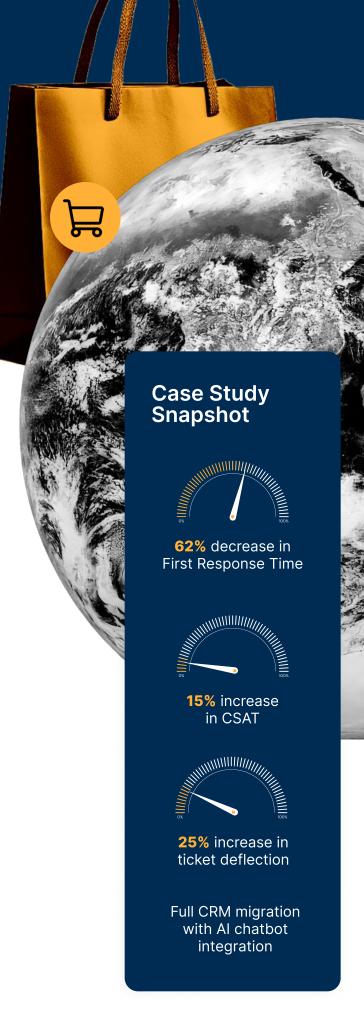
A new E-commerce Director, with limited CX background, recognized the need for change and brought us in to establish a stronger foundation.

Our Solution

We started with a full CX audit: agent interviews, process reviews, documentation checks, and a look at competitor benchmarks. From there, we mapped a phased plan to modernize their support.

Connect with ModSquad to elevate and secure your CX operations.

Let's Chat





Tools and Migration

- Moved from HelpScout to Gorgias, migrating customer history, macros, and workflows
- Built new documentation and structured processes to support the team long-term

Smart Automation and Al

- Deployed an AI chatbot to handle returns, order status, and shipping questions
- Created clear paths for live agents for higher-value conversations
- Designed flows to both empower customers and reduce repetitive

Onboarding and Empowerment

- Conducted hands-on onboarding with the agents in Gorgias
- Standardized workflows to ensure clarity and consistency
- Included agent input throughout to ensure practical, front-line alignment

Ongoing Optimization

- Collected and analyzed performance data each month
- Adjusted chatbot scripts, ticket routing, and self-service options based on sentiment and outcomes
- Shared feedback loops with leadership to align support with product and policy decisions



After one year, the e-tail brand saw:

62% reduction in first response

15% increase in CSAT

25% increase in ticket deflection

A leaner workload for agents, with more time spent on meaningful customer interactions

The Difference

The project reestablished customer support as a core part of the brand experience. With the right tools, Al support, and agent-focused workflows, the company transitioned from a reactive and overwhelmed state to a proactive and scalable one.

The two-person team that once struggled now operates with confidence, backed by a system designed to handle premium expectations. Customers receive the service they expect, and the brand is positioned for sustainable growth.

