



# 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 top-tier 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](#)

## Case Study Snapshot



**62%** decrease in  
First Response Time



**15%** increase  
in CSAT



**25%** increase in  
ticket deflection

Full CRM migration  
with AI chatbot  
integration

## 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

## 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

## Smart Automation and AI

- 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 work

## 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

## The Results

After one year, the e-tail brand saw:



**62%** reduction in first response time



**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, AI 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.