

JustFab Inc. Utilizes Nanorep to Drive Customer Self-Service



Self-Service use Increased by
16.57% for Desktop Users

65.78% Increase in Self-Service
use for Mobile



Self-Service Support Center

Nanorep's complete digital self-service solution enables customers to help themselves through an advanced Support Center.



Knowledge Management

Knowledge management enables JustFab to update information across brands and languages from a central location.



Natural Language Processing

Nanorep's Patented NLP technology enables customers to freely express their needs and be understood in 80+ languages.

The Challenge:

JustFab Inc. is the largest fashion subscription e-commerce site in the world with multiple brands in countries around the globe. Boasting millions of members worldwide, including more than 4 million VIP members, JustFab has always understood the importance of providing high quality service to its customers.

With the heightening popularity of their brands and services, JustFab call centers experienced a surging growth in call volume. In addition to rising costs, this meant that customer hold times were increasing and would affect the company's ability to provide a high-level customer experience. In essence, the company needed a way to reduce the volume of inbound calls while maintaining the same first-class service their customers had come to expect. As innovators of their industry, the JustFab team quickly recognized the need to empower customers to help themselves in finding information and resolving queries through the ecommerce websites or by other channels. This would reduce the load on support teams and could significantly enhance the overall experience for their customers. Appropriately, self-service became a top priority within JustFab and the organization began the vetting process in search of a solution that would provide a high level digital service experience and enable customers to easily and conveniently complete their digital tasks, reducing call volume, and increasing satisfaction.

The Solution:

Presented with a wide range of solution options, JustFab Inc. chose Nanorep to meet their digital self-service needs. Initial deployment featured a full-scale customer support center with a list of FAQs that can be updated dynamically depending on the brand and queries being submitted. This has enabled the team at JustFab to manage information from a central location, easing the burden on their developers and reducing time and costs. Additionally, for every FAQ and query response, channeling options were implemented for email, phone, and chat to ensure that customers could reach further assistance if necessary.

"There are two types of value that Nanorep gives us: There's the internal value for Headquarters - we're saving time and money for development. Externally, customers are not just being given a list of FAQs, they're given an entire knowledge base of information which we can update dynamically and easily."

Jeff Laxamana, GMS Product & Technology at JustFab Inc.

Testing and Results

Prior to deployment across all of their brands, JustFab conducted A/B testing in their main business unit for the North America region. Testing allows the company to attach a value for each business unit, enabling a clear understanding of the effectiveness Nanorep provides, both in terms of cost and performance. Initial results indicated a significant reduction in traffic to "contact us" pages among users who were first presented Nanorep to resolve their queries. Fewer customers seeking contact center pages meant that customers were finding the information they were seeking, leading to fewer calls to the company's call centers, and indicating a greater level of self-service resolution. For the JustFab website in North America, there were 16.57% fewer clicks to the contact us page among desktop users and nearly 66% among mobile users.

These results encouraged the company to rollout testing for additional business units in the same region, yielding positive results. ShoeDazzle experienced 63.6% fewer clicks for desktop users, with other brands also showing substantial reductions in traffic for both desktop and mobile. In light of these results, further implementations were put in place for testing in new markets.

ABOUT JUSTFAB:

Founded in 2010, JustFab is the leading fashion-subscription ecommerce site and lifestyle fashion brand that offers members an engaging and personalized shopping experience. Millions of members worldwide, including four million VIP Members, receive a customized selection of shoes, apparel, handbags and jewelry. Members have exclusive access to fashion tips and content, clickable style boards to shop complete outfits and the team of JustFab fashion consultants for expert advice. JustFab Inc.'s brands include JustFab, Fabletics, ShoeDazzle, FL2 and Fabbids, and are available in the United States, Canada, the United Kingdom, Germany, France, Spain, Sweden, Denmark and the Netherlands.