

MISSGUIDED



Customer story

Leading fashion brand Missguided.

Leading fashion brand, Missguided, decreases live contacts and costs by 14%.

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1. Introduction

For leading online fashion retailer, Missguided, a chatbot was the first step in its journey to customer service automation. After its foundation, the company rapidly grew into a multi-channel global brand, delivering more than 1000 new styles weekly to millennial women.



2. Goals

As the company began to experience tremendous growth worldwide, the main contact channels – **live chat**, email and social – became flooded by the increasing number of customers. When Scott Barker, Head of Customer Care, started his position, live chat interactions grew quickly, resulting in what he describes as a “double failure”. Scott explains, “because the customer was unable to find a solution on our website, we consider this a failure.”

“Eventually, the unsatisfied customer would contact us, which drove up our costs, bringing us to the second failure.” The website was hard to navigate, the content was unmanaged and inconsistent, and the help page where most customers would go to find an answer merely consisted of an unstructured list of FAQs. “We needed to make the user experience more intuitive and reduce the number of contacts generated from the help page”, explains Scott.

3. Solution

After meeting CM.com, Missguided felt confident in moving forward with an **AI chatbot solution**. From a technical point of view, the AI chatbot aligned well with their existing architecture. They were not interested in a transformational project; they wanted a quick and easy point solution which could be integrated into their existing architecture in as little as eight weeks.

In just eight weeks, the AI chatbot went live on the website’s help page with contextual answers based on the user’s location. An internal knowledge base was also launched to streamline the role of customer support agents. The company introduced new metrics, such as the contact-help-page ratio, starting with a specific goal of reducing contacts generated from the help page.



4. Results

During the first weeks of launch, engagement with the chatbot on the help page was 65%. Fast forward 11 months and engagement with the bot now stands at 80%. This high level of bot engagement has resulted in a reduction in contact and costs by 14%. In addition, the contact-help ratio continues to fall.

In creating a brand that encompasses everything it means to be a millennial girl on the go, every company's decision is informed by its customers. While the results prove vital, it is the data-driven approach taken that Scott is most proud of - "Every decision we made prior and post-implementation was data-driven. If you work data-driven, results will follow."





5. Key learnings from Missguided.

Given this successful automated digital-engagement strategy, Scott attributes the success to several additional factors which he advises others considering a chatbot to follow:

Firstly, in the fast-fashion industry, products become outdated quickly, as do digital engagement strategies. Missguided decided to start small and build in steps to avoid outdatedness on launch day.

Secondly, before the launch, the company dedicated a small internal team of technically savvy and operationally knowledgeable colleagues to receive training in managing and optimising the knowledge base and chatbot.

Finally, investing in new metrics and complementing the chatbot with tools such as Google Analytics has contributed significantly to tracking ROI.

Key learnings include:

- Start small with a specific issue to solve
- Make data-driven decisions, and results will follow.
- Implement as quickly as possible
- Appoint the right people
- Keep track of ROI

Experience the power of chatbots

Would you like to learn more about how you can use Chatbots to create efficiency within your customer support team?

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