

REVOLUTION
BEAUTY LONDON



Customer story

Leading cosmetics brand Revolution Beauty.

Revolution Beauty increases team productivity by 50% with our all-in-one customer service solution.

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1. Introduction

If there is one company that truly stands for diversity and inclusivity, it's Revolution Beauty. Launched in 2014, the brand was founded with the mission of disrupting beauty standards and developing accessible products directly from customer feedback.



Today, Revolution Beauty is one of the fastest-growing companies in the UK. The brand sells directly to consumers through its website and in retail stores like Ulta, ASOS, Superdrug and Beauty Bay. With a strong retail presence and new products constantly dropping, Revolution Beauty is one of the most notable players in today's beauty and skincare scene. With business growth, challenges will grow as well. To keep challenging existing standards, and to keep up with their customers and their feedback, Revolution Beauty started using [Mobile Service Cloud](#).

2. The Challenges

Constant flow of messages through different channels

With millions of fans, followers, and customers, Revolution Beauty interacts with hundreds of people each day. This means constantly receiving messages and requests through its website, social media accounts, email, and more. While the brand’s customer service team has always done a good job of serving Revolution Beauty’s customers, they knew that they could be more efficient. They started looking for a way to maximise their productivity.

Cherry-picking messages, multiple systems, and little insights

At this time, customer service representatives at Revolution Beauty faced three main challenges:

1. Support messages were not assigned efficiently, which led to service reps cherry-picking messages and, at times, meant urgent issues were not resolved immediately.

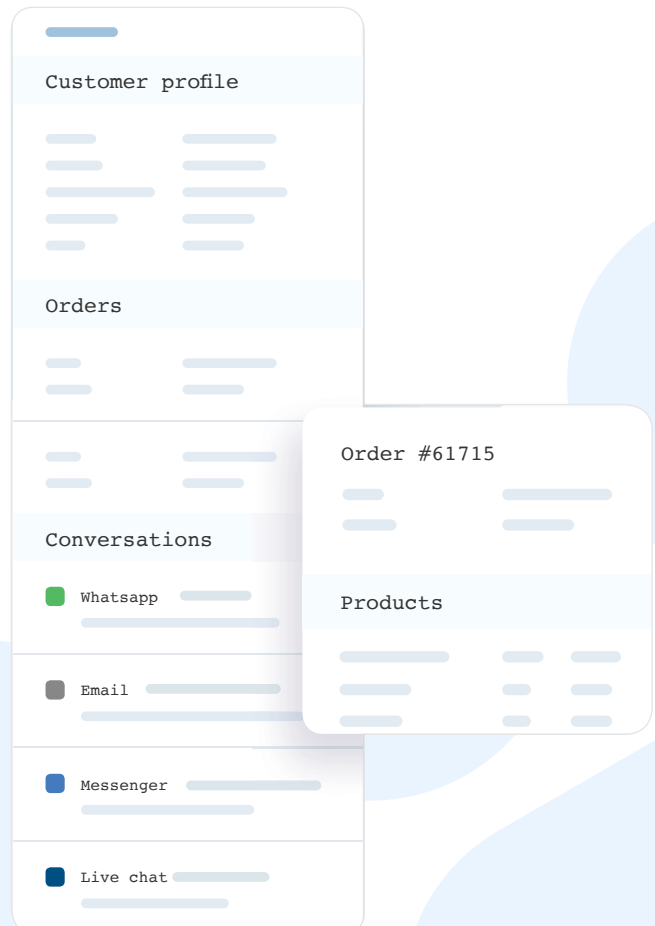
2. Conversations with the same customer in different channels were scattered over various systems, holding the team back from delivering a seamless service experience.

3. Insights such as ‘how team members spent their time’ or ‘which issues were getting the most queries’ were not clear.

3. The Solution

Omnichannel support system

The solution: Mobile Service Cloud. As an omnichannel support system, Mobile Service Cloud consolidates all [messaging channels](#) into one view. So, if a customer reaches out via both [email](#) and [Facebook Messenger](#), Mobile Service Cloud displays both these conversations under one customer profile. This enables Revolution’s service team to have a clear picture of each customer’s issue, allowing them to offer a seamless service experience.



Data-driven allocation of messages

Assigning incoming messages to the right service rep is more streamlined now. While before, the Revolution team had to assign messages manually, Mobile Service Cloud automatically sends queries to service reps based on how many outstanding messages they have. This helps Revolution's team become significantly more efficient in their handling of queries. Mobile Service Cloud has enabled all team members to meet the 15 per hour quota — increasing productivity by 50%. Not only has the efficiency increased, but almost all queries are also handled and solved immediately. The data-driven allocation of messages also prevents cherry-picking.

Inbox zero

Another essential feature that keeps inboxes clean is the ability to 'snooze' a conversation. 'Snoozing' can help if you're waiting for external input for example. You can put the query 'on hold' and it will pop back up automatically. The team describes Mobile Service Cloud as a very intuitive tool. For instance, customer service team members don't have to send separate emails to shipping couriers when they need to investigate an issue. Mobile Service Cloud lets them forward the whole conversation, to say Royal Mail, straight from the support system. Then, these third-party replies land back in the same conversation.

Revolution Beauty's Customer Service Manager, Katie Hucks, says:

“Mobile Service Cloud enables you to snooze a message so that it will pop back up, which is very, very good. If we're waiting for an internal response or waiting for one of our couriers to get back to us, you can snooze that message for an amount of time, and it will automatically pop up at the top of your inbox.”

Smooth switchover and proactive support

Katie also raved about the support they have received. “When we first set it up, Rutger and Edwin [from CM.com] came over to the UK, and they have done an amazing step-to-step process with the team. They met the managers, listened to our challenges, shared best practices, offered actionable advice, and they brought us cake, which is always good”. “Also, after the onboarding phase, the Mobile Service Cloud team continues to come up with new ideas, and they will email us to see if any issues have arisen. The team is always, always on hand to ensure that we've got everything we need”.

“The Mobile Service Cloud team has always been on hand, and they always, always check in with us every two to three weeks.”

Katie Hucks - Customer Service Manager - Revolution Beauty

Actionable insights to improve operations

The reporting features within Mobile Service Cloud give Revolution Beauty more visibility into how service representatives are using their time. “Mobile Service Cloud helps us understand where our service reps are”, Katie explains. If service reps are inactive for a period, the software will flag that, and we can dig into what’s going on. Katie also loves how Mobile Service Cloud reports on tags. Because Revolution Beauty tags queries based on their category (e.g., tags by courier, type of request, etc.), the team can easily see which categories are getting the most queries — and ultimately, they can come up with ways to improve. For example, when they found out that they were dealing with some damages, Katie was able to bring it up with the right people. “I went up to our team who pick and pack our parcels and looked at how they wrapped the parcels and what boxes they’re going out in”. All in all, Mobile Service Cloud didn’t just streamline Revolution Beauty’s customer support; it also armed the brand with valuable insights that help build an amazing customer experience for the brand. Really using customers’ feedback, desires, and trends to improve the product, but also the entire experience.

4. The Results

After implementing Mobile Service Cloud, Revolution Beauty customer service representatives slashed a backlog of 2,000 messages to zero, within 14 days. Service representatives can now handle 15 messages per hour each. The consolidated view increased efficiency: no need to look for previous messages or contact via other channels. It's all there. The features of Mobile Service Cloud such as 'snoozing' or the automated allocation of queries improved productivity and solve rates. With great insights via the reporting features, Revolution Beauty really uses customer feedback to optimise and innovate.

Mobile Service Cloud helps Revolution Beauty to keep improving its entire customer experience, from their customer service to their products. Mobile Service Cloud is like foundation in your daily makeup routine. With a palette of features to use, Revolution Beauty created the perfect blend for their customer service. To finish off the makeup routine, they see the data insights as the highlighter. Adding value to the entire company.



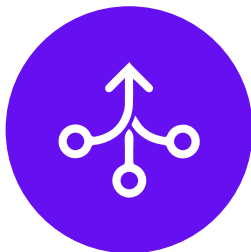
INBOX ZERO

Condensing a backlog of 2,000 tickets to inbox zero in two weeks.



INCREASED PRODUCTIVITY

Enabling service representatives to consistently handle 15 messages per hour — a 50% increase.



CONSOLIDATED VIEW

Obtaining a consolidated view of all Revolution Beauty's support channels, including live chat, email, and social media.



BETTER INSIGHTS

Insights in visibility, but also customers' input is used to innovate, improve products, customer experience, productivity, and efficiency.

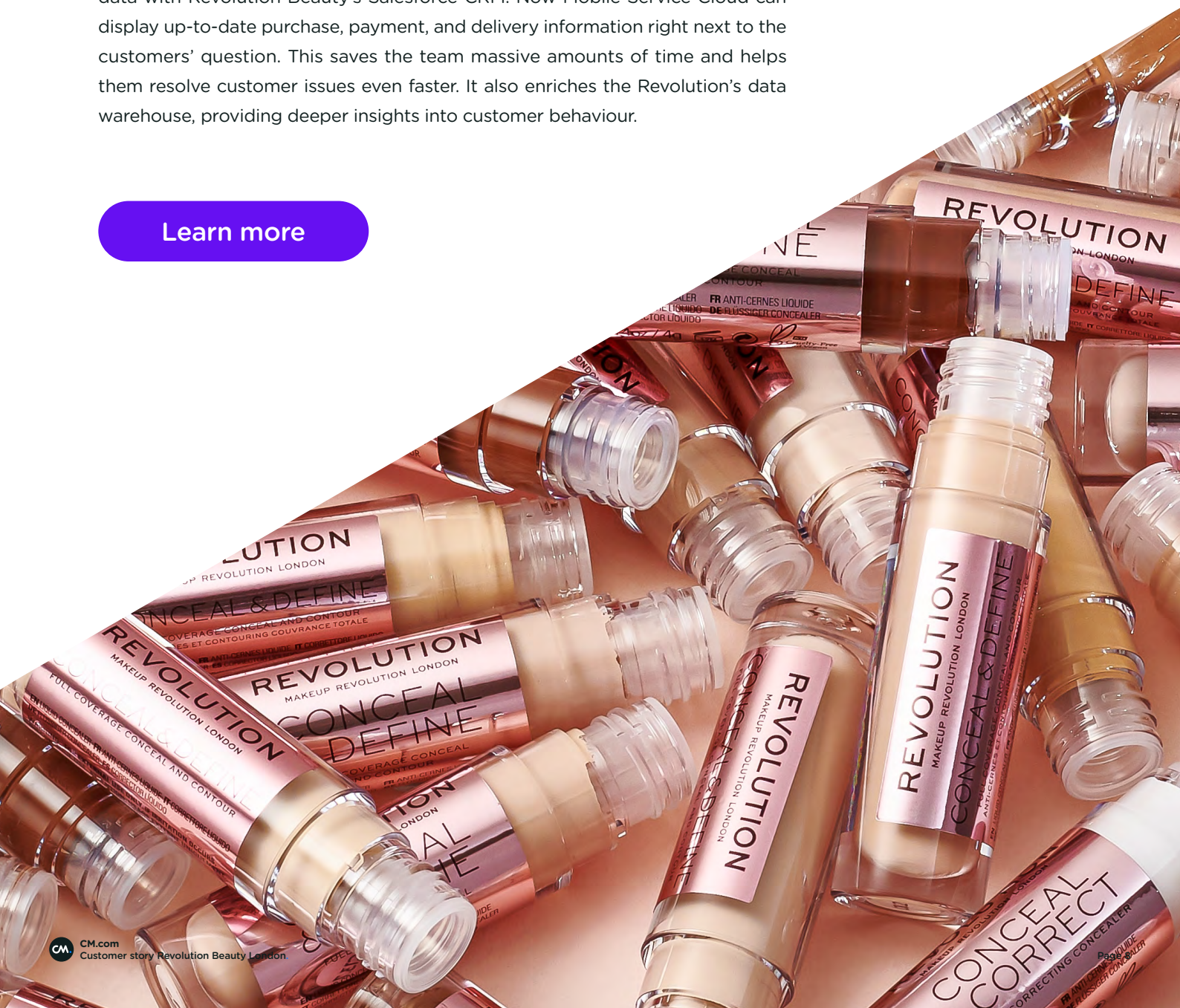
5. What's Next?

Revolution Beauty strives to extend their power palette of customer service. Everything the company is doing is about the customer. Their needs and desires are the basis of every product and every action.

eCommerce and CRM integration

In the future, Revolution Beauty intends to activate the co-browse feature in which service representatives can go into the customer's basket and assist them with their queries, as well as make recommendations. "We're really looking forward to that", says Katie. "It's going to be great for upselling and for the customer experience." Revolution also plans to integrate its phone system. When a shopper calls, Mobile Service Cloud will auto-populate the screen with the customer's account and order details, which will further streamline the support process. A few months after going live with Mobile Service Cloud, Revolution integrated the data with Revolution Beauty's Salesforce CRM. Now Mobile Service Cloud can display up-to-date purchase, payment, and delivery information right next to the customers' question. This saves the team massive amounts of time and helps them resolve customer issues even faster. It also enriches the Revolution's data warehouse, providing deeper insights into customer behaviour.

[Learn more](#)





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