

WeSupply.

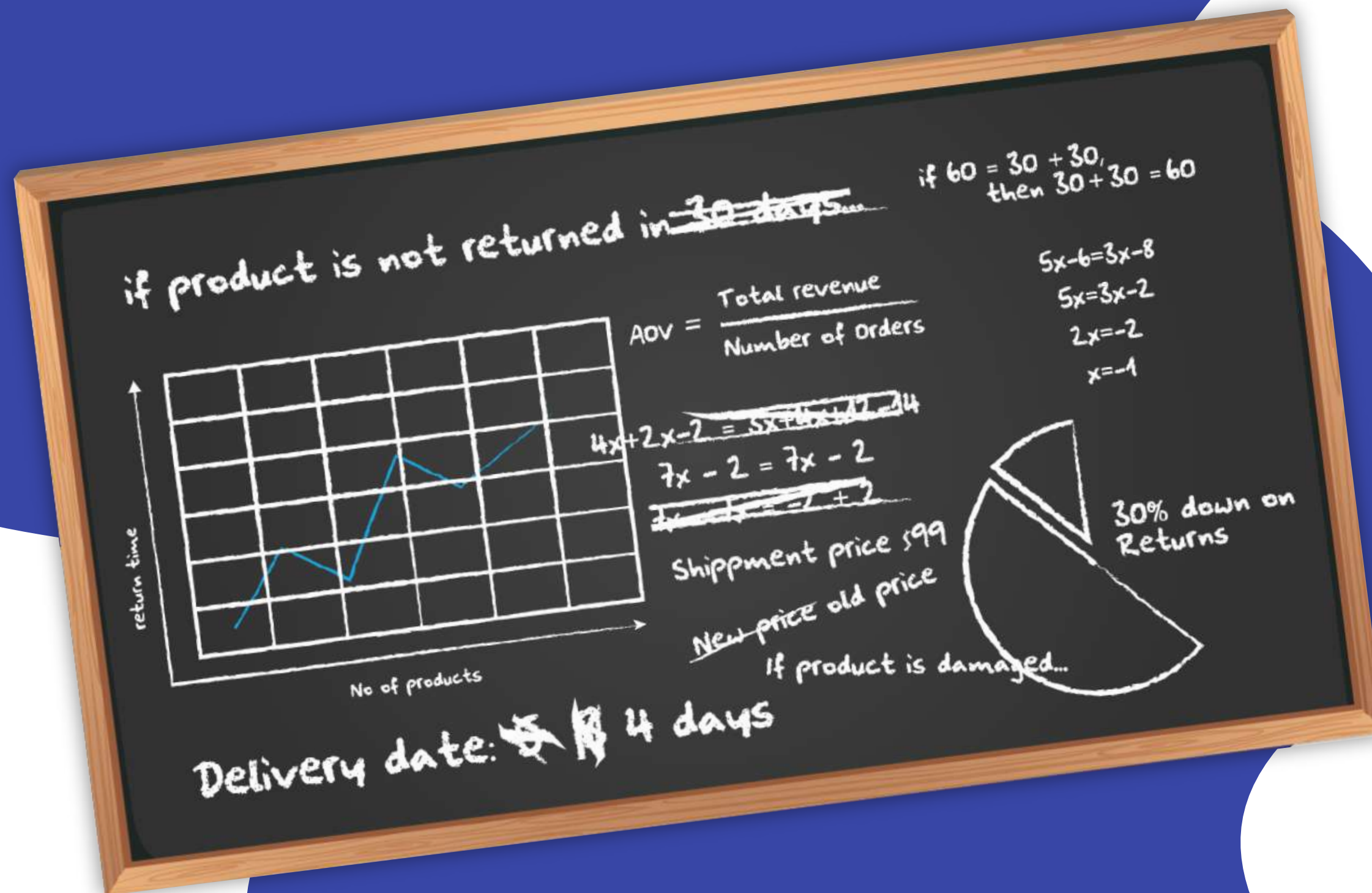
Case Study: Atmos (former UBIQ)



Atmos Issues

One Return Policy Doesn't Work For All of Our Products!

In the sneaker world, Saturday's are launch days for the most sought after products. Key footwear releases are put online at 10AM and oftentimes sell out within the hour (or the first 15 minutes!) based on the surrounding hype. While many of these sales are made to legitimate customers, there are also market speculators - known as resellers - in the mix. The idea behind this is that the reseller buys the shoe at retail price while it's available, and then attempts to sell it at an inflated price once it's sold out everywhere. This becomes an issue when the resellers are unable to move the products - instead just deciding to return them. Without the original hype surrounding the products, they will oftentimes sit until they are eventually discounted much later. Atmos knew they needed to make all sales final on these types of products, but didn't want to take away from their generous return policy on everyday items.



Where's the Rest of My Order?!

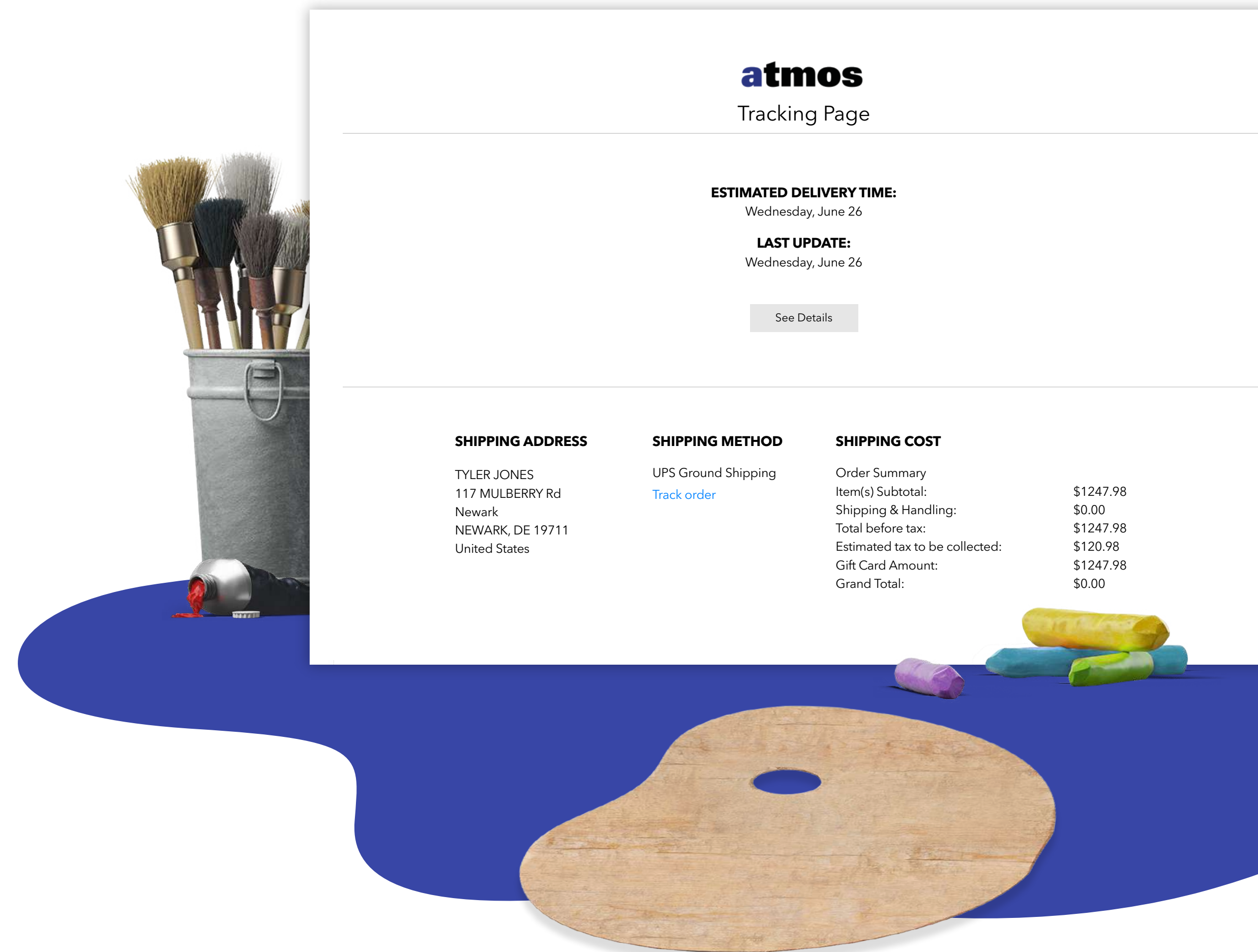
Atmos's unique business model and structure lends itself to some time tricky situations regarding online orders. As a boutique retailer, the quantity of the products they carry are often lower, so it's important that their online store pulls from both of their physical locations to broaden the assortment. On top of that, only having two stores means limited space for those products. Past a certain date, items get moved to the shared distribution center, so that's a third shipping location to consider. Since Atmos's web store is one cohesive entity, customers could very likely purchase one full price item from the Washington D.C location and one sale item from the distribution center in Philadelphia without even knowing it! When you take two separate processing times into consideration, as well as two different origin points, the likelihood of the customer receiving both boxes at the same time is pretty low. This would prompt calls asking, "Where's the missing part of my order?!"

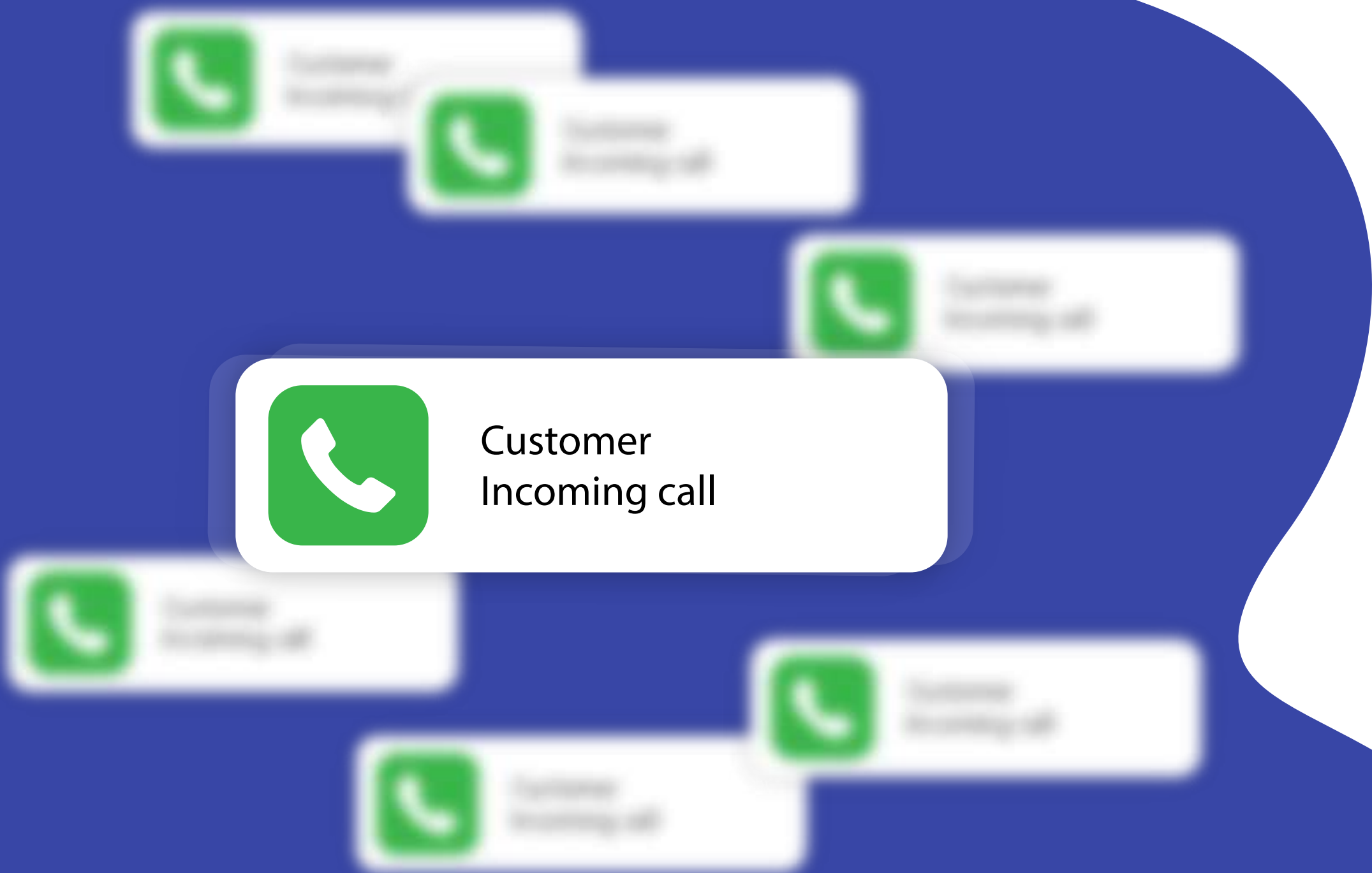
With All the Noise out There It's Hard to Gauge Customer Feedback!

Having exclusive product that sells out immediately upon launch can sometimes be a blessing and a curse. For the 50 happy customers who successfully made a purchase, there's going to be hundreds of others who are unhappy about not being able to nab a pair. In Atmos's case, the unsuccessful customers would generally take to social media as well as product/company reviews to complain. Fair enough, but it made gauging customer satisfaction almost impossible and oftentimes real, genuine issues would go undetected under the swarm of these complaints.

The Tracking Page Is Not on Brand & We Need a Better Experience!

When you're running a high end boutique, branding and aesthetic are a big part of the success. Atmos needed to deliver a unified experience on the web that matched the look and feel of their beautiful store. They were able to achieve this on their website, but the robotic-feeling UPS and USPS tracking pages were throwing off the vibe and taking customers away from that fully branded experience Atmos sought to offer. On top of branding, these pages often left their customers feeling confused - leading to more support team calls. Atmos was desperate to find a better solution.





Our Customer Service Team Needs Help to Be More Efficient!

When you're running a boutique, everything operates on a smaller scale compared to bigger brands. The customer service team is no exception! Often the number of calls to the support center can pile up due to the frequent in-store events, limited edition products, and product delivery-based anxieties of customers. Atmos needed a solution that let them work smarter, not harder.

A large, faint, light blue lightbulb icon is centered in the background. It features a circular base, a vertical stem, and a larger circular bulb at the top. Three small, vertical, pill-shaped shapes are positioned above the bulb, representing light rays or a filament.

WeSupply Solutions

for Atmos Issues



If **Brand is Nike**
give refund.



If **Product is Glasses**
approve return.



If **Category is Sneakers** give
refund.



If **Product is Wrong Size**
approve return.

Covering All Bases With Layered, Flexible Return Rules.

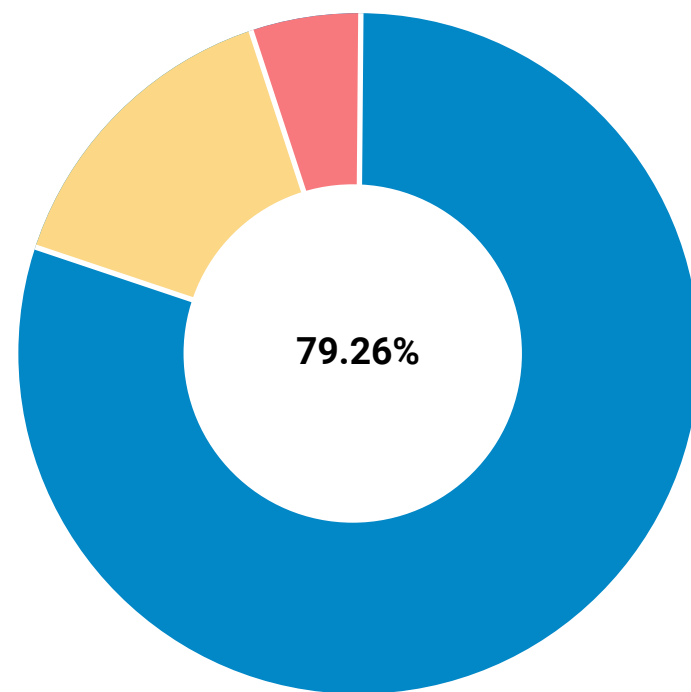
WeSupply's fully customizable returns module was instrumental in helping Atmos achieve a solution to this issue. By assigning these launch products an attribute in the backend, they were able to create a unique rule that these products are final sale. They alert customers when this was the case via a blurb on the product page, so there are no surprises later. Best of all, Atmos's generous return policy on the rest of their products was able to remain exactly the same. Win win!

Proactive Communication to Put Customers at Ease.

WeSupply was able to help Atmos get ahead of this issue with the order detail page. This page clearly breaks out each separate package within the shipment, detailing the items contained inside and the ETA. Return information for each item is also clearly listed, so if various policies are in play due to the wider range of goods purchased there will be no confusion. Since the customer knows in advance that there are two boxes coming, they won't be surprised if one item arrives before the other because they know the item isn't missing at all!

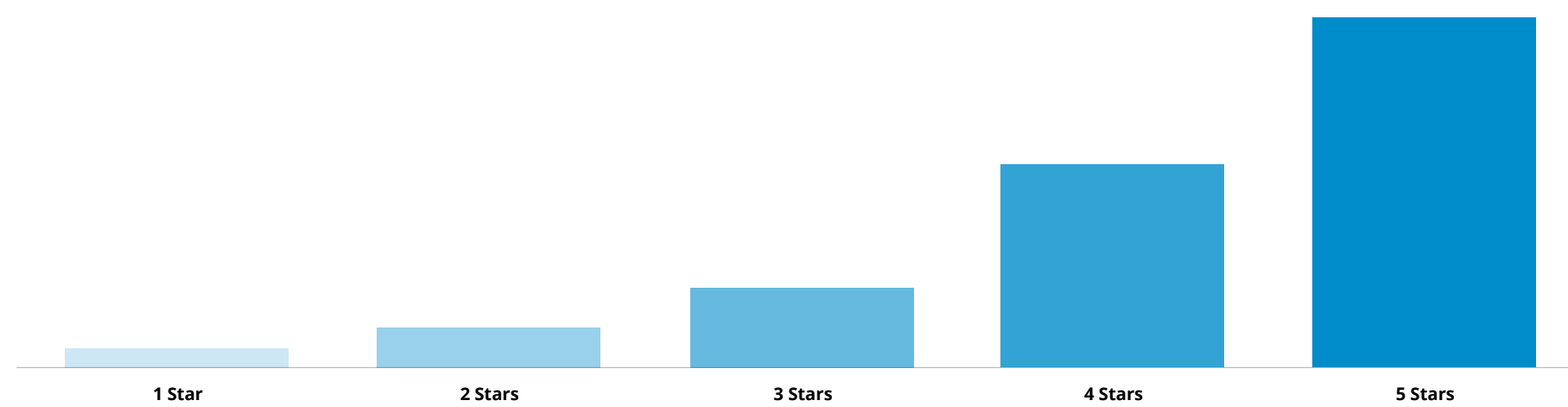


Customer satisfaction



Making Sense of Customer Feedback & Creating Action Items.

While we may not be able to clean up Atmos's Twitter page after a big launch (sorry guys!) we are able to help them make sense of customer feedback. WeSupply follows up every transaction with both the Customer Satisfaction (CSAT) and Net Promoter Score (NPS) surveys. The best part? Since we already have all of the pertinent order information, each piece of feedback can get traced back to the exact shipment in question. This allows Atmos to turn the data into useful action items to better their customers' experience in the future.



Keeping Customers Engaged With a Fully Branded Tracking Page.

Atmos found what they were looking for in WeSupply's fully customizable tracking page. With our page Atmos goes beyond offering their customers valuable shipping and returns information, they also promote new release, upcoming product lines, and updates from their social media platforms. Adding photos from great in-store events helped take the page to the next level as well, continuing that unified experience they were originally searching for. Along with enhancing customer experience, Atmos was able to use this tracking page to directly increase their sales!

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Ordered Shipped Mar. 11 Delivered Mar. 12

Arrived
March 12

Shipping Status Delivered

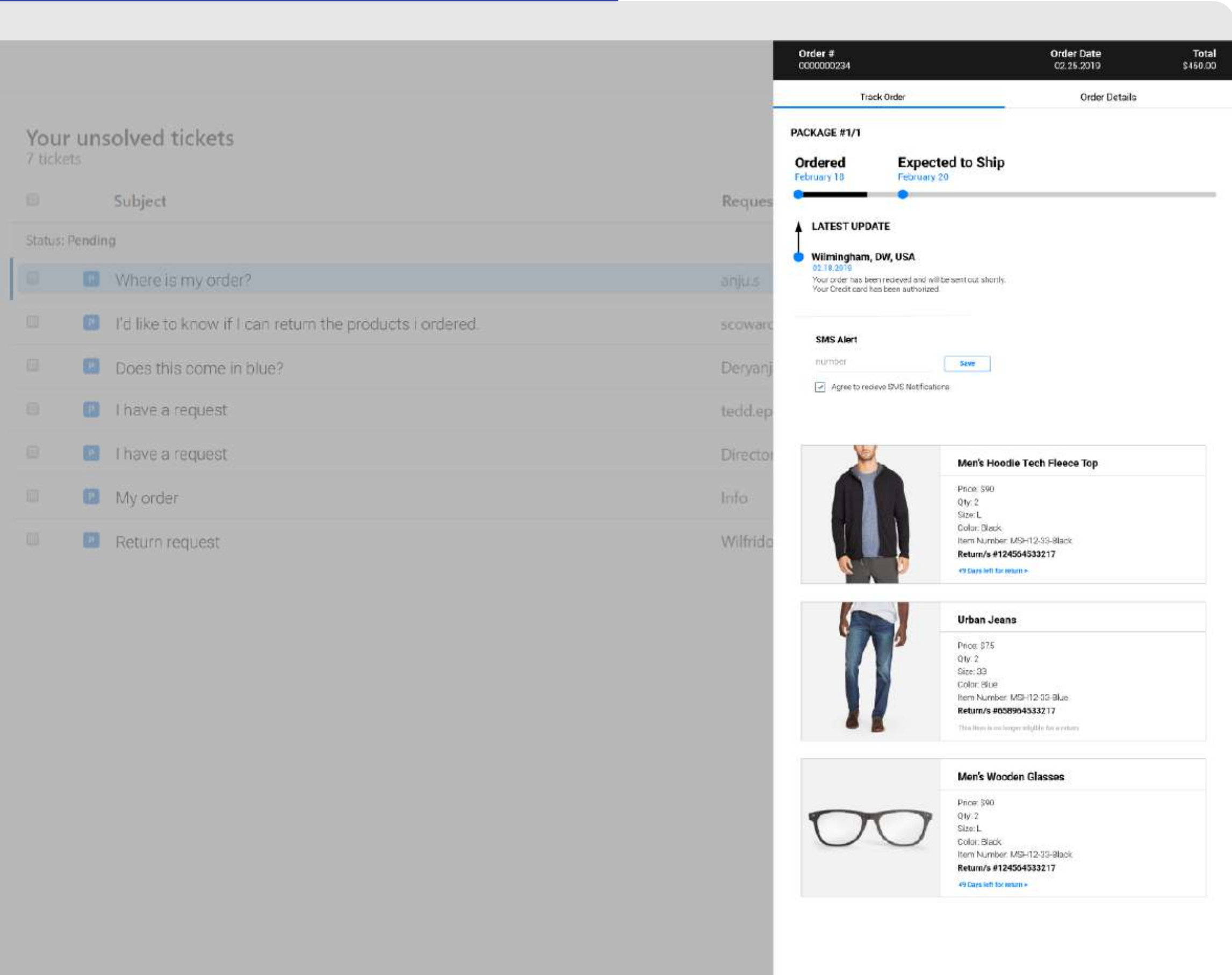
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Shipping Status

LATEST UPDATE

- NEW PRAGUE MN
03-12-2021, 02:40 pm
Delivered, in/at mailbox
- NEW PRAGUE MN
03-12-2021, 06:07 am
Arrived at post office
- MANKATO MN DISTRIBUTION CENTER
03-12-2021, 04:00 am
Departed usps regional facility
- MANKATO MN DISTRIBUTION CENTER
03-11-2021, 10:34 pm
Arrived at usps regional facility

Dr. Air-Wair Martens
atmos



Zendesk Integration to Turn Customer Service Reps Into Superstars.

Atmos's customer service team uses WeSupply's integration with ZenDesk to increase overall efficiency and respond to customer requests at a faster rate. Our integration provides the team with all relevant information about the customers shipment - how many packages, where they're currently located, all tracking numbers, when the order is going to arrive, etc. This saves valuable prep time and empowers the team to quickly take the best decisions based on accurate, up-to-date information. This confidence also helps put nervous customers at ease, knowing they're being fully taken care of.

Results

21%

**Customer Service
Cost Reduction**

32%

**Customer
Satisfaction
Increase**

28%

**"Where's My Order?"
Call Reduction**