



The Prince Charming of Customer Service: Dune

Cinderella is proof that a new pair of shoes can change your life, which is why **Dune** has chose Zendesk technology to upgrade its service proposition and become the Prince Charming of shoe retailing.

Dune London has grown from a 20 square metre concession in a fashion store in Oxford Street, to a group with 40 UK standalone stores, 175 concessions in the major global department stores and 64 franchised stores and concessions in 10 countries.

Online customers can shop the latest and most extensive collections at **dunelondon.com** with multiple shipping options to over 130 different countries.

Our walk in the shoes of the customer

In the extremely competitive retail world great product must be enhanced with excellent customer service making every step of the shopping experience a pleasure.

We placed this at the core of **Dune's** philosophy by creating a user-friendly, scalable, easy to deploy solution, taking customer service to the next level.

Using agent and customer learnings, our professional services team has customised Zendesk to align it with business processes and built a branded help centre and a new reporting system to allow **Dune** to understand customer trends and provide invaluable market insight.

Making the most boots on the ground

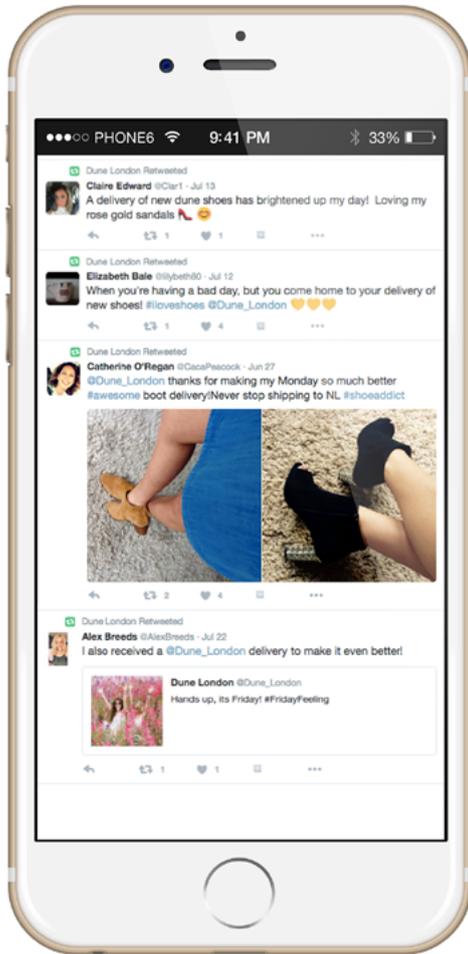
Dune has a 5-star customer relationship team but during busy periods the company previously required additional staff members to handle the increased demand during peak periods. For example, during a recent sale, inbound enquiries increased by 73.3% in a single week. The use of macros, triggers, auto-solve support and improved workflow allowed the existing team to answer 99% of calls offered, 100% live chats within 20 seconds wait and a 21 second response time between each live chat message. With over 1000 more emails than expected, Customer Service still responded to all customer emails within 6.9 business hours.



Same team was able to solve 73.3% more inquiries in a single week.



This saved the cost of four extra heads (4 FTE) plus the cost of training.



Here are the
comments of some
happy customers...

