



Over 100 years of history

Hawes & Curtis is known for its high quality clothing, expert tailoring and an innovative yet classic style.

In 2002 it was purchased by award-winning businessman and entrepreneur, Touker Suleyman who has subsequently transformed it into the globally recognized, multi-channel business. The constant growth and success of the brand, combined with a continual demand for high quality clothing, has led to the expansion from a single store in the Piccadilly Arcade to a chain of more than 20 stores in the United Kingdom.

Today the brand has stores in Germany and Dubai and has recently launched websites catering to the German and Australian markets. **Hawes & Curtis** is an internationally recognized brand attracting customers from around the world.

Owning The Customer Relationship

Antony Comyns Head of E-Commerce at **Hawes & Curtis** took the strategic decision to bring back previously outsourced Customer Support in-house in order to improve customer experience and provide valuable insights for the business as a whole.

Appamondo was commissioned to build **Hawes & Curtis** a fully customized Zendesk, integrating email communication to track customer journeys and creating a branded Help-Centre to drive customer self-help as well as tools to assist agents resolve customer enquiries.

Being able to seamlessly bring this function back in-house has also saved **Hawes & Curtis** significant costs without risk at short notice.



With a tight deadline to implement Zendesk, our internal customer service team required external assistance to set-up, configure correctly and deliver the first phase of our Q&A help centre. We were assigned a case manager who quickly understood our requirements, was proficient with the software and able to deploy the solution very quickly. We received very good training and were using Zendesk effectively well within the deadline. I was very pleased with the outcome.

Antony Comyns, Head Of E-commerce at Hawes & Curtis





quick deployment



reduce costs



84.3%

84.3% of tickets were 'one-touch'



Appamondo has made customer help and support easy by understanding first and foremost what our customers want, our colleagues want and what I want and then turning this into something that everyone understands and can use to add value from day 1.

Touker Souleyman, Owner/CEO

