



# Helping Moss Bros customers to look and feel amazing

**Moss Bros** is an established brand that has been able to adapt to the latest trends whilst staying true to it's heritage.

The customer service proposition is very much in line with a brand that is famous for getting grooms and ushers to the church on time and even providing an emergency delivery service!

Offering this level of service can be challenging for a customer relationship team. With the help of customized Zendesk technology, some of the risk associated with this can be removed to protect customers and brand equity simultaneously.

## Discovering Appamondo and Zendesk



**We encountered Zendesk at an Expo in London last year together with 3 other companies. My colleague had used Zendesk before and gave a very positive feedback. Zendesk was better value and lower in cost to alternatives. However, what genuinely attracted us was its fit with retail.**

Samantha David, Customer Service Manager at Moss Bros Group



## Bespoke Zendesk tailoring for Moss Bros

**Moss Bros** has traditionally used paper forms that needed to be completed manually and submitted for management approval in the event of Emergency Delivery. This process has always been time consuming and not without risk, as paper forms could be easily misplaced and tracking proved difficult.

The first feature was the integration of pre-populated forms into Zendesk so Customer Relationship Teams could handle Emergency Deliveries.

This has provided agents with an easily accessible form that is mostly pre-populated for them. Simply by completing a minimal amount of information per customer, it can be sent directly to a manager for approval.



**The time required to deal with one inquiry decreased and agents can now effortlessly track the progress of every ticket in the same system.**



### Marriage of convenience

In high season, **Moss Bros** receives thousands of enquiries via different channels (including emails, social media, etc).



**We manage different channels that come to us: it could be for our hire department, it could be for our distribution center, it could be for our retail stores, it could be for our e-commerce platform, it could be any inquiry.**

Samantha David, Customer Service Manager at Moss Bros Group



Deflecting tickets by offering self-managed options and adopting an omni-channel approach to managing inbound communication is vital if agents are to operate across channel. Our first step was to integrate emails into Zendesk to streamline processes and assign the tasks to relevant team members in a couple of clicks.



32,000  
Facebook followers

### Socially Mobile

**Moss Bros** customers are very active on social media with over 32,000 Facebook followers, close to 9,000 Twitter and a separate **Moss Bros** customer service twitter account. Social media integration is therefore an imperative for **Moss Bros** agents.



9,000  
Twitter followers

**We have social media integration and it's excellent. We can see straight away whether we have issues coming in, we can sense the urgency of what needs to be done, it's very visual and our response rates are now way better. Already in the first month of using Zendesk we have received positive feedback from our customers, who have noticed that we respond quicker.**





### Self-service

Empowering customers to find the answers themselves is a huge benefit for customer and agents alike, creating a rapid increase in CSAT in days.

We have built a beautifully customized Help Desk where customers can self-help. Hundreds of customers have opted to answer their own enquiries using this facility with a significant reduction in workload for agents as a result of ticket deflection.

This has also been the foundation for a new, Agent Knowledge Base where we have implemented necessary filters and customized triggers to allow agents to rapidly find answers and improve resolution speeds.

### Providing Moss Bros with valuable insights

An important key feature is bespoke reporting designed to fit the unique requirements of **Moss Bros**, its procedures and company structure. Accessing the key information in just a few clicks is a huge benefit to management teams who can easily track the performance (KPI) of their agents. This feature also provides the company with valuable commercial and marketing insights.



I can use Zendesk to look at different trends of our customers, types of enquiries that are coming through and questions customers are asking. We can report and see trends in every store, and if there are any issues specifically within stores, we can act accordingly.



### Fit for purpose

In the last two months **Moss Bros** team with 11 agents on board was able to...



My favourite thing about Zendesk - Samantha reveals - is that everything from any channel is visible to me now, and I can drill into the detail behind each communication have a full picture of what's going on in the business real-time.

