



## Rolling up our sleeves to deliver a 1<sup>st</sup> class digital service

Since the **T.M.Lewin** store opened in Jermyn Street in 1898, Mr. Thomas Mayes Lewin was always among the industry's top innovators. Since then, the company has grown significantly and has truly become an international brand with just under 100 stores in the UK and numerous stores in Europe, Singapore and Australia. Fashions may have changed since 1898 craftsmanship, quality, service and value and a constant hunger for innovation remain the brand.

The company's commitment to excellent customer experience is evident from their 90-day No Quibble Guarantee. In the unlikely event you're not 100% satisfied with T.M. Lewin any product, you can exchange it for something else or get a full refund

When we met **T.M.Lewin's** customer relationship manager, the company was using different software to manage internal processes and customer relations. The objective has been to streamline process as much as possible, a challenge that the incumbent provider could not meet.

For **T.M.Lewin**, speed of implementation and ease of adoption were paramount.

### Tailor - made support for T.M Lewin customers

A key-benefit that Zendesk provides comes in the form of omni-channel integration allowing agents to manage customer communication in one place.

Over recent months, **T.M.Lewin's** customer relationship management team has established that the preferred way for customers to contact the company is via the company's website, using a webform or a web chat .

Integrating these two channels into **T.M.Lewin's** Zendesk means that customers can easily contact **T.M.Lewin** directly from their website and omni-channel integration allows agents to see single customer view no matter which form of communication the customer has chosen.

Furthermore, back-end integration and front-end customization has allowed the effective handling of returns. Previously, all returns were managed in Outlook which was far from ideal for a company that size. By integrating 'returns' into the instance, the process has been significantly streamlined.

### Reporting

Access to performance related statistics at any time of the day has become an imperative to the business as it strives to improve customer satisfaction (CSAT) levels through continual assessment.

A customized reporting systems allows rapid analysis of performance in a couple clicks as well as utilising Insights to measure the effectiveness of their help desk.

### Rapid success story

Using macros, predefined responses and triggers **T.M. Lewin** has been able to answer an average of 9293 tickets a month, with 87.2% one touch ticket ratio and just over 3 hours initial response time.This is a significant improvement on industry standard (average of 40 hours just for an initial response). Speed of resolution has helped boost customer satisfaction (CSAT) scores.

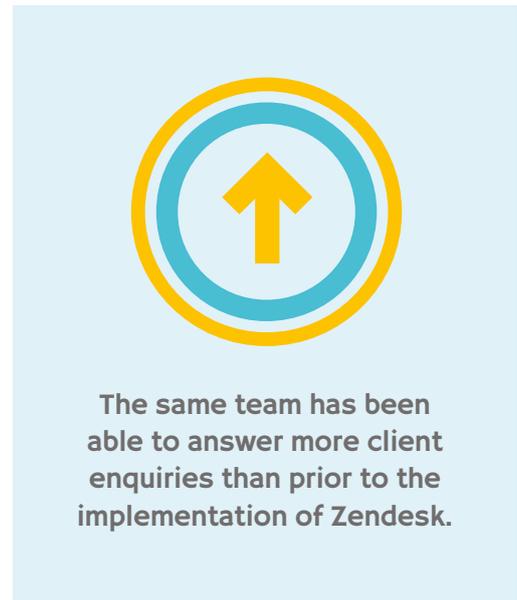
Appamondo's intelligent customisations have achieved immediate results. On-boarding and training has allowed benefits to be immediately unlocked and with the use of macros, triggers and automatizations.



## Helping customers, help themselves

Like most smart shoppers, **T.M.Lewin's** customers would love to be able to find answers to their own questions, so we obliged by building fully customized and branded help center.

The nett result for the relationship team has been an immediate reduction in the number of tickets raised by customers. At the same time, **T.M.Lewin** agents can access the same knowledge base to easily find answers to the customer enquiries that do come in directly to them. This allows agents to solve tickets faster and increases the overall efficiency.



The initial process of setting up the TM Lewin Account and training our advisors was done with care and attention to detail. We were walked through every process and we were always kept informed of what was happening and what needed to be done. When we launched, we had great support on the day and the transition went smoothly. Any issues that came up were swiftly dealt with and our strong relationship with Appamondo really helped us shape the customer/user friendly application we have in place now. We feel confident using the new platform and this is very much credit to <Appamondo project manager> Liz and Appamondo.

T.M Lewin

