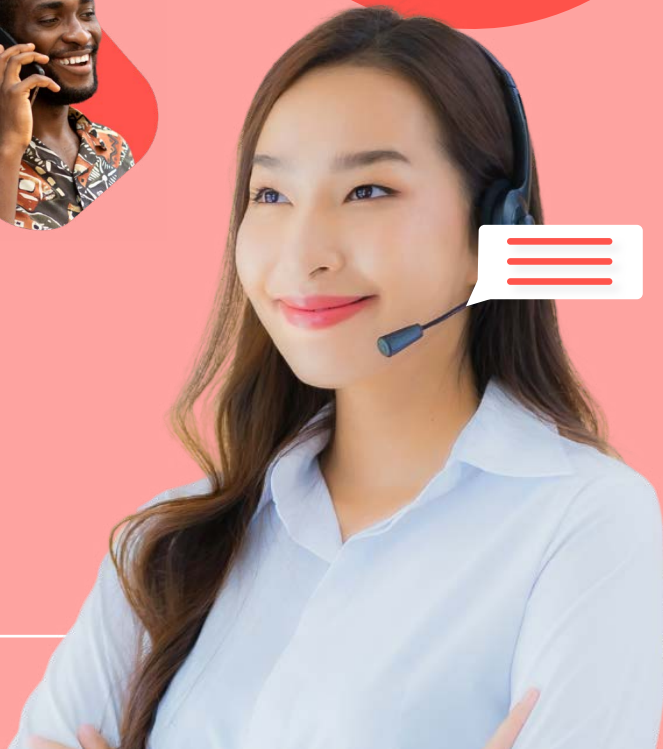


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KUSTOMER E-BOOK

# Brands Doing Customer Service Right

How Leading Brands are  
Leveraging Customer Service  
as a Competitive Advantage



# Introduction

There is no doubt that the customer should be at the center of any business. But not all brands are taking advantage of the immense benefits of prioritizing the customer. Creating positive experiences and providing exceptional support does more than put a smile on a customer's face. It builds lasting relationships, lifelong loyalty and contributes directly to the financial success of a business. In fact, according to Kustomer research, **90% of consumers would not shop with a company again if they provided bad customer service.** This means that the performance of a CX organization can be directly tied to a business' bottom line.

Here we explore some of the standout, high growth companies that are using customer service as a competitive advantage.

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# ThirdLove

Delivers True Omnichannel  
Customer Experiences

78  
Sizes  
One perfect fit  
THIRD LOVE



*Direct-to-consumer bra and underwear brand ThirdLove disrupted incumbent retailers with a new way to shop for bras with half cup sizing, data driven recommendations and a consultative approach to customer service.*

## Omnichannel, Consultative Support

Customers can contact ThirdLove across a variety of channels, and they can also freely switch between those channels throughout the course of a single conversation. It's the true omnichannel support ThirdLove sought, and now the company comfortably facilitates seamless and frictionless customer and Fit Stylist (agent) experiences. Through a seamless integration with Shopify, ThirdLove's Fit Stylists have a holistic view of the customer and can deliver consultative support at scale, resulting in **a consistent CSAT of 96%**.



Once a Fit Stylist begins a conversation, they have a wealth of information about the customer's journey right at their fingertips."

*Laura West,  
Customer Experience & Operations Manager,  
ThirdLove*



Learn more about ThirdLove

[Read the Case Study](#)





# The Farmer's Dog

Prioritizes Speed and  
Personalization



*When Brett Podolsky and Jonathan Yoni Regev discovered some troubling information around the pet food industry, they founded The Farmer's Dog: quality, freshly-made food for dogs, delivered directly to homes. Transforming an entire industry is an incredible undertaking, so the CX team is tasked with educating new subscribers as well as fostering and maintaining authentic relationships during customer interactions.*

## Speedy, Personalized Service

To fulfill their mission, the CX team provides dedicated, same-day support to customers — and sometimes even their pets' vets — across multiple channels. They ensure that they are focused on the entire experience when a customer contacts them, not just a single issue. The CX team immerses themselves in every customer's lifecycle. With all customer information in one view, agents quickly glean the appropriate context to each conversation so they can resolve customers' inquiries more thoroughly and efficiently.



**57%**  
**Faster Average  
Response Time**



**50%**  
**More Conversations  
Handled Per Day With  
No Changes to Staffing**

## THE FARMER'S DOG

**Learn more about The Farmer's Dog**

[Read the Case Study](#)



# Glovo

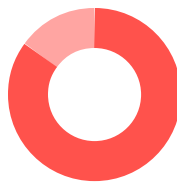
Uses AI to Support  
Customers at Scale



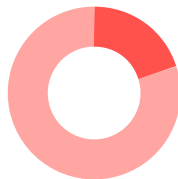
*Glovo, a leading global on-demand delivery platform founded in 2015 and based in Barcelona, Spain, has exploded in just six short years. Now serving customers in 26 countries on four continents, Glovo's 36,000 couriers deliver food and products, including groceries, pharmacy items, and other consumer goods, to millions of customers daily. More customers to support and more relationships to build.*

## AI-Powered Support

Glovo now has a single omnichannel solution. Email and live chat support as well as the company's local voice provider, primarily used to handle partner conversations, all seamlessly work together under one roof. They automatically route inbound conversations based on native language, contact type, and lifetime order value, ensuring the right agent is always assigned, and leverage AI-powered chatbots to accurately deflect a high volume of conversations, while maintaining a high satisfaction rating worldwide.



**85%**  
of Customer Service  
Inquiries Automatically  
Resolved Without  
Agent Intervention



**20%**  
Improvement in Service  
Level Attainment



Learn more about Glovo

[Read the Case Study](#)





# AvantStay

Personalizes  
Customer Experiences



*Founded in 2017, AvantStay made a name for itself by delivering the experiential travel accommodations modern consumers want. Often, that means combining hotels and short-term rentals to provide guests with luxury amenities, a variety of services on demand, and high-tech features. That's why a complete view of every customer and the ability to connect with them anywhere, at any time, is so vital to the team at AvantStay.*

## A Personalized Experience

All applications and data are now unified in a single platform, powering insights and personalization that drive consistently amazing AvantStay customer experiences. Analytics-driven CX and intelligent routing enables AvantStay to triage and prioritize guest requests, ensuring customers are happier because they receive effortless and extraordinary experiences based on their unique preferences. With a complete customer history at their fingertips and no duplicated tasks, agents resolve issues faster and more accurately, doubling productivity and **reducing agent handle time by 30%**.



**We want to help travelers who stay at AvantStay properties create memorable experiences — without worrying about the details. That's why a complete view of every customer and the ability to connect with them anywhere, at any time, is so vital."**

*Ariel Vincent,  
Customer Experience Manager, AvantStay*

## AVANTSTAY

Learn more about AvantStay

[Read the Case Study](#)

# The Tenets of a Stellar Support Organization

Want to know how stellar your support organization is?

Fill out this checklist and see how many tenets you're fulfilling.



## ✓ Scalable

Don't Miss a Beat as Your Business Grows



## ✓ Collaborative

Seamlessly Collaborate With Team Members Around the Globe



## ✓ Secure

Keep Customer Data Secure



## ✓ Insightful

Use Data to Optimize Your Operations



## ✓ Personalized

Engage in Personalized Support Conversations



## ✓ Intelligent

Leverage Technology to Deliver Intelligent Service



## ✓ Holistic

Have a Holistic View of Every Customer Touch Point



## ✓ Automated

Automate Tedious Low Level Tasks



## ✓ Omnichannel

Provide True Omnichannel, NOT Multichannel, Support



## ✓ Proactive

Proactively Engage With Customers

## About Kustomer

Kustomer is the top-rated CRM platform for omnichannel customer experience, helping leading businesses create customers for life. With an advanced, AI-powered, omnichannel customer experience platform, Kustomer delivers a unified single view of the customer, automates manual tasks, and scales easily to deliver the efficient and effortless CX that businesses, agents and consumers love. Today, Kustomer is the core platform of top customer-centric brands like Glossier, UNTUCKit, Ring, Glossier and Sweetgreen. Headquartered in NYC, Kustomer was founded in 2015 by serial entrepreneurs Brad Birnbaum and Jeremy Suriel, has raised over \$174M in venture funding, and is backed by leading VCs including: Coatue, Tiger Global Management, Battery Ventures, Redpoint Ventures, Cisco Investments, Canaan Partners, Boldstart Ventures and Social Leverage.

**Want to learn how Kustomer can help you deliver stellar customer experiences? Visit [Kustomer.com/Demo](https://kustomer.com/Demo)**

