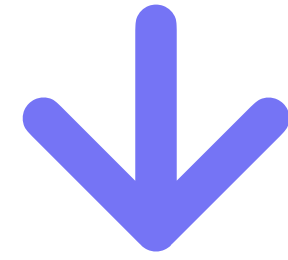




A Customer-First Solution For Online Luxury Retail

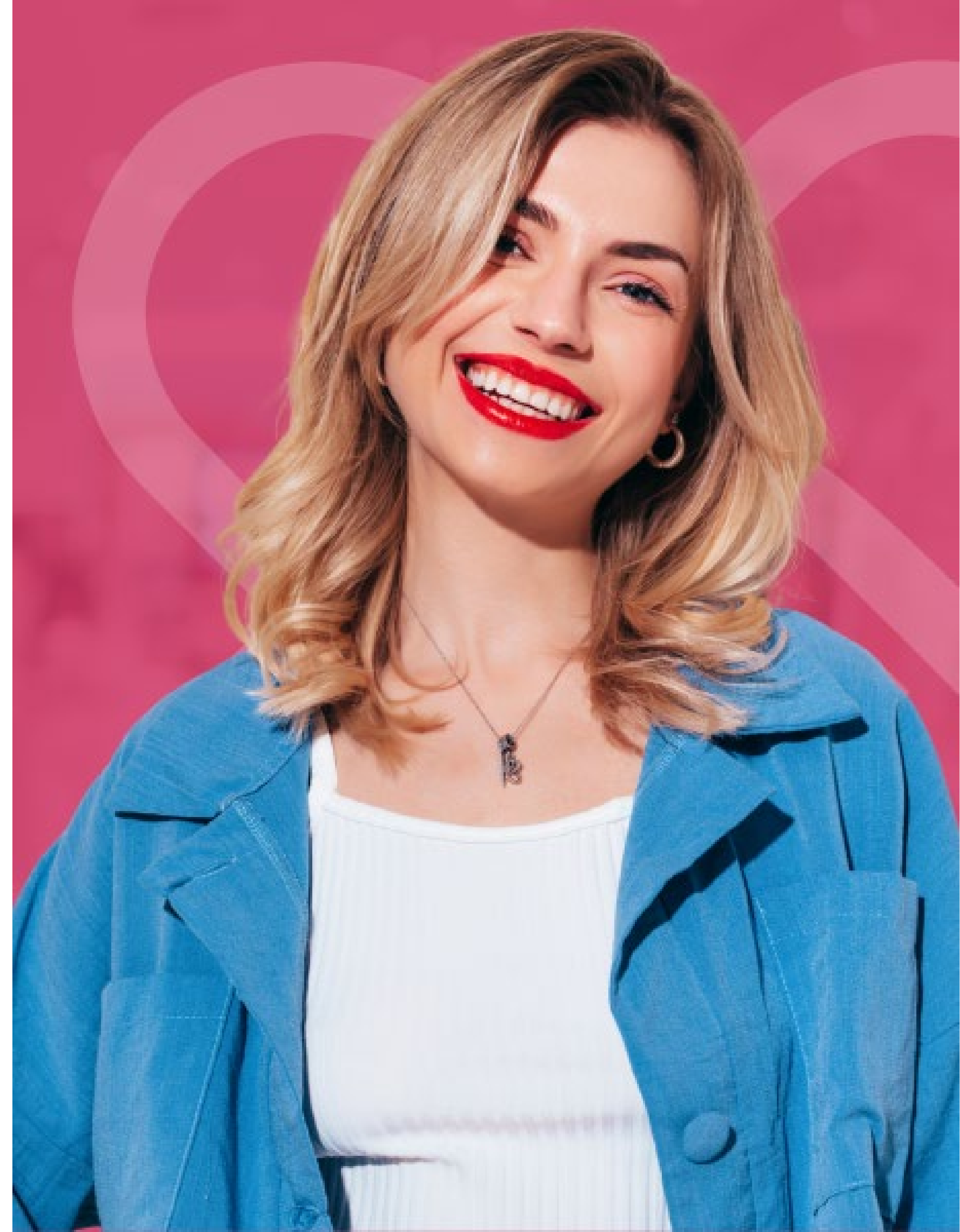


Reputation is Paramount

Luxury retail is an industry built on trust. Quality products, responsive brands, and outstanding customer interactions are part of the expected experience. Many retailers navigate this relationship with ease in their brick-and-mortar stores but struggle when it comes to their digital offering.

Every click, every question, every interaction is an opportunity to build confidence and trust. Yet, for many online retailers, contact begins at checkout and often ends shortly after the product is delivered.

This is simply not enough.





Online Retail Needs a Special Touch

Many e-commerce retailers simply lack visibility. A potential customer might view social media, visit a brand's site, browse products, or even start an order before they enter the brand's radar. But, without prompt, personalised engagement, they can easily abandon the process.

Similarly, after delivery, the lack of ongoing communication can mean missed opportunities to strengthen loyalty. Problems may go unnoticed, leaving customers dissatisfied, and competitors can quickly move in with targeted offers.



So, what's the solution?



A 360° Solution That Puts the Customer First

Woven's 360° customer experience management service is a fully managed, end-to-end customer care solution designed to manage the customer experience from the first point of contact through to long-term relationship building.

We take responsibility for guiding potential customers through their entire journey – starting the moment they first interact with your website, whether that is through live chat, an enquiry form, a phone call, or even an abandoned shopping basket – and continuing through the purchase stage and beyond.

We take the pressure away from online retailers to handle the entire journey themselves, using our 25 years' worth of experience in the luxury retail market to create outstanding customer interactions that turn customers into brand advocates.





How Does it Work?

We use a multi-channel communication approach tailored to your customer base. We can cover telephony, email, SMS, WhatsApp, and social media in any combination that best matches the habits and preferences of your audience.

1

First-Contact Resolutions

We engage prospects immediately upon first contact, ensuring questions are answered, hesitations are removed, and confidence in your brand is established.

2

Proactive Engagement

Once an order is placed, we maintain clear and friendly communication to reassure the customer and manage expectations.

3

Delivery Monitoring

When the delivery arrives, we follow up to confirm everything is correct, address any concerns, and ensure the customer feels supported.

4

Post-Sale Check-Ins

We maintain positive communication, strengthening the relationship, resolving any issues, and encouraging repeat business.



woven



Your Customers Trust You; You Trust Us

At Woven, our people are at the heart of everything we do. Our team of dedicated experts deliver exceptional service; day in, day out.

We blend seamlessly into your customer service solution so your customers can never tell the difference. In fact, with 350+ clients, your customers have probably already spoken to us and didn't even realise it!



Trust us to ensure that
your customers trust you.



200+

FANTASTIC EMPLOYEES

350+

HAPPY CLIENTS

8 Years

AVERAGE TENURE

3 Million

CONTACTS PER ANNUM

3 UK Sites

LOCATIONS



In-House Technology To Make it Work



tPoint is Woven's cloud-based contact centre platform, built to streamline and enhance customer interactions. tPoint was built specifically to help our clients improve customer satisfaction and build loyalty.

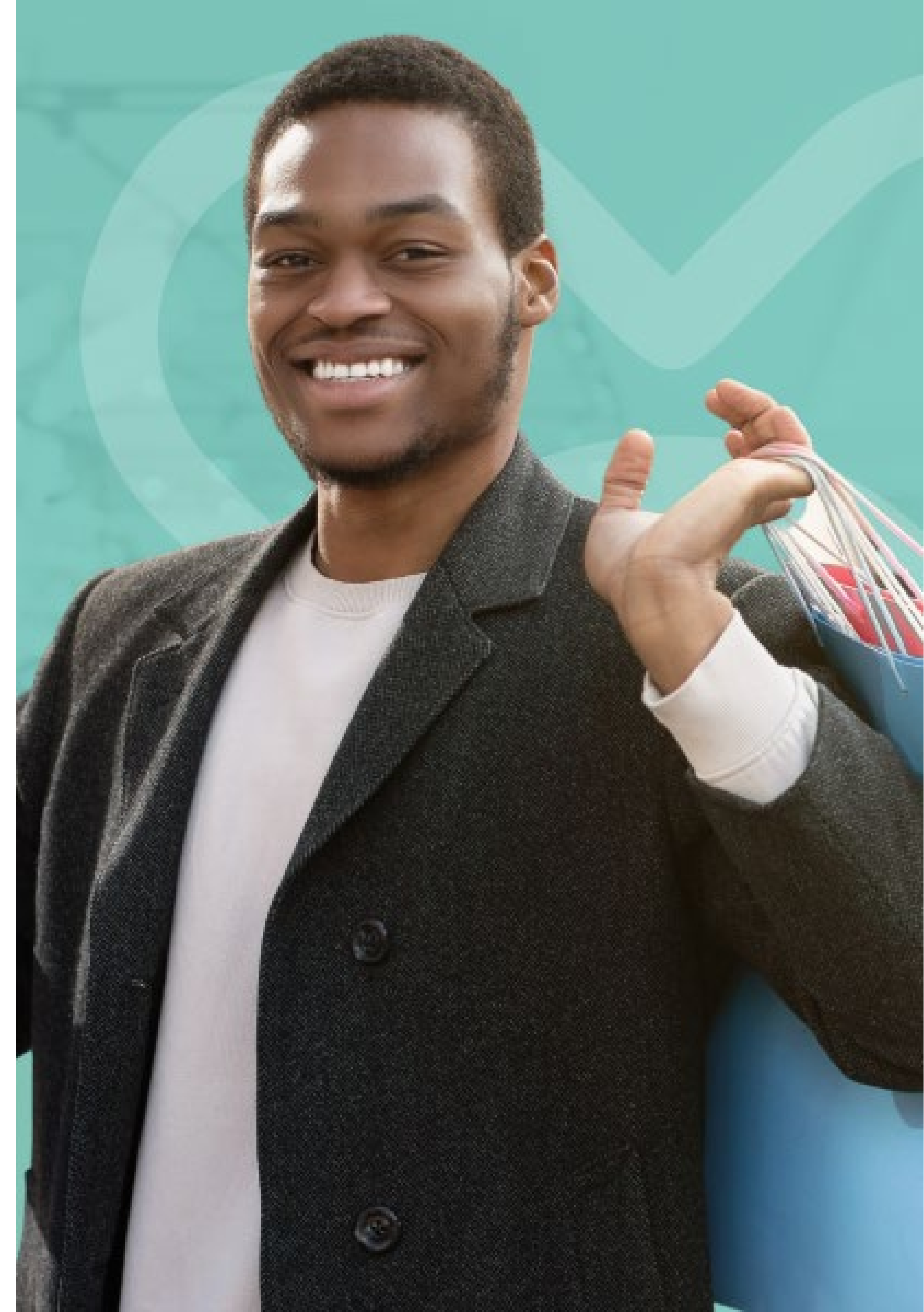
By combining automation with live agent support, tPoint improves efficiency without losing the human touch that is quintessential to the online luxury retail experience.

- 1 Connects all customer channels in one place
- 2 Automates up to 85% of digital interactions
- 3 Enables real-time updates across all platforms
- 4 Scales effortlessly with your business



Already have a system you love? **No problem!**

Woven integrates with all leading CRM and customer service platforms. Whether you prefer Zendesk, Freshdesk, or any other system, we can guarantee you a fully trained and experienced team for a smooth transition.





Case Study: The Problem

This luxury retail brand required an experienced outsourced partner with the appetite, ability, and sector expertise to provide exceptional overflow and out-of-hours customer service via voice and email. The brand also required flexibility to capture the huge seasonal spikes in customer demand, particularly during the retail peak.



Woven's Solution

1

Flexible and Agile Teams

Woven initially provided a highly flexible, cost-efficient bureau shared resource service in 2017. We agilely moved some of our retail-experienced advisors to the client's campaign, delivering a premium customer experience without the need for lengthy recruitment and training timelines.

2

Experienced Advisors

Our advisors are brand-immersed, trained on bespoke tone of voice, and maintain exceptional tenure—averaging three years, with several having supported the partnership since launch. This stability underpins consistently high performance across all key customer experience metrics.

3

Industry Expertise

We utilised our sector expertise to recommend improvements and introduced highly accessible, transparent real-time performance and quality reporting to support more accurate planning and forecasting.

4

Ongoing Improvements

In year 2, we introduced a fully dedicated team during peak season, expanding into new customer channels to reflect changing customer preferences. This dedicated team flexes to over double BAU size during seasonal peaks and, more recently, to meet unexpected surges in online demand.

In year 3, we co-created a service evaluation roadmap to drive continuous improvement.

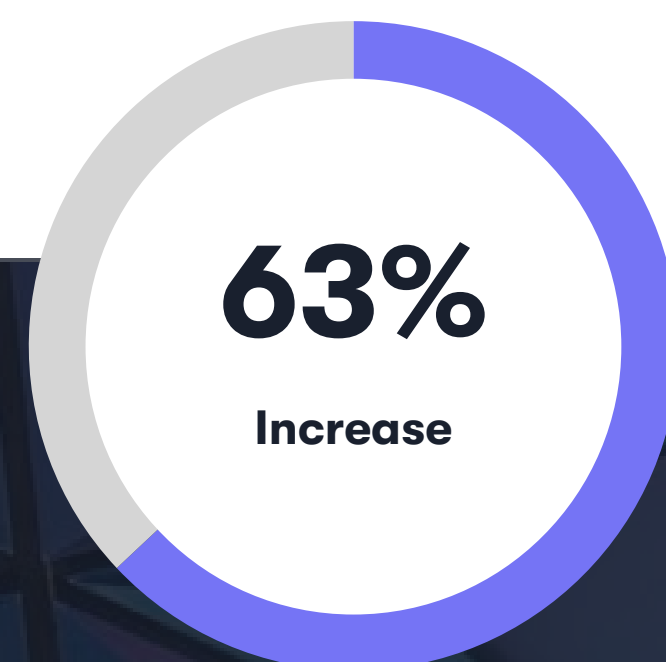
New channels were successfully introduced, including social media service in 2020, with further innovation and transformation planned.

→ Case Study: The Results

In 2024, we successfully retained the contract for a further two-year term in a highly competitive tender. This decision was based on our proven ability to deliver industry-leading standards of service and to support the client's wider customer experience strategy.

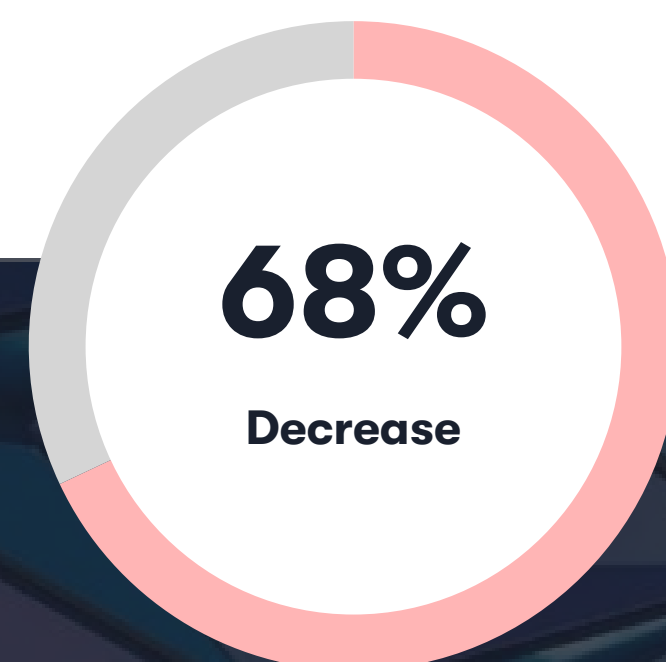
First Call Resolution

First call resolution increased from 19% at inception in 2017 to consistently exceeding 82%—well above the industry average of 75%.



Escalations

Our expert teams have reduced escalations to the client's in-house team, creating efficiencies and a smoother customer experience overall.



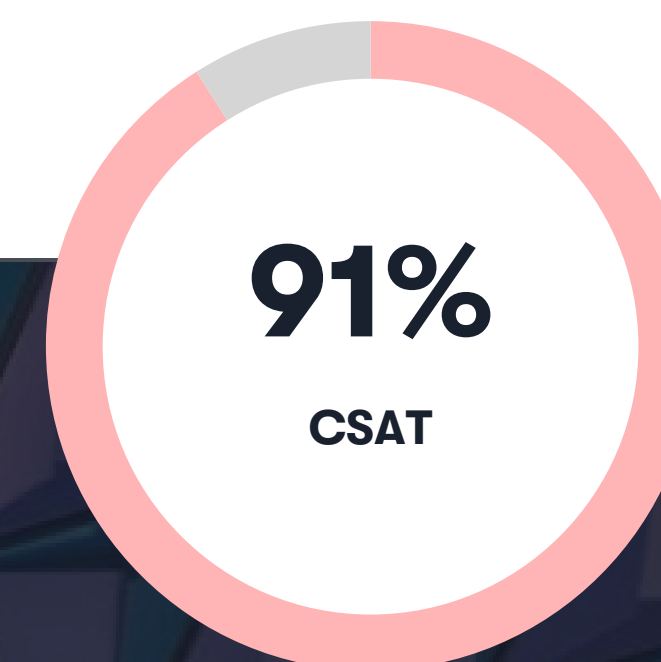
Cost Savings

Through our efforts to improve efficiency, the client has seen cost savings of 5 FTE of its in-house customer team.



Customer Satisfaction

Woven advisors have consistently delivered scores far exceeding industry benchmarks, with NPS averaging 80% (vs. 72%) and CSAT averaging 91% (vs. 80%).





Want to See How it Works?



NANCY PARKER

Head of Commercial

“ At Woven, we understand the power of exceptional support for luxury brands. We’ve worked with household names for over a decade, helping them maintain the exceptional quality that customers expect. Let’s chat about how Woven can help your business. ”

Book a Meeting With Me



Thank You

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