



INDUSTRY Online fashion retail
WEBSITE techstylefashiongroup.com
LOCATION California

TechStyleOS proves Messenger's CX value with a "Skip the Month" option for members.

TechStyleOS fashion incubator brings all the right solutions to membership-based brands around the world, including communication tools for members' channels of choice.

Challenge

TechStyleOS wanted to encourage eligible customers to access "Skip the Month" directly on their preferred messaging channels, including Facebook Messenger, while reducing overall customer service operational costs.

Solution

The TechStyle team built an opt-in after customers make a purchase to receive order notifications in Messenger. In addition, they built an inbound WISMO assistant to handle inbound order inquiries.



“In our partnership with Quiq we sought to provide solutions for our team so they wouldn't feel that churn and burn during peak hours. We wanted to enable them to provide the attention each member deserves. Leveraging our automated experiences to contain as much as possible and deliver solutions quickly and on our members' channel of choice, is paramount to convenient and effective experiences.”



Becca de Schepper

Sr. Manager of Digital Services,
TechStyleOS

The perfect platform for membership-based fashion brands.

TechStyleOS is a digital fashion incubator that serves some of the fastest growing membership-driven brands in the world. Companies like Fabletics, Savage X Fenty, JustFab, ShoeDazzle, and FabKids—to name a few—lean on TechStyle to provide them with the latest and best in data science, personalization, and membership commerce.

TechStyleOS continued to innovate and adapt to serve its more than 5.5 million active members. By providing their shoppers with more channels to manage their subscription services, they knew they could keep shoppers satisfied, engaged, and loyal. To further improve their customer service options, TechStyle looked into expanding a “Skip the Month” option onto the Messenger platform during a monthly membership eligibility period.

Historically, the primary ways members could opt to “Skip the Month” included logging into their account on the website, mobile app, or by contacting customer service to speak with a representative.

Result

68% flow completion rate with Facebook Messenger for Business.



Facebook Messenger becomes a fashionably great solution.

TechStyleOS partnered with Quiq to build an automated “Skip the Month” flow directly within Facebook Messenger.

With the goal of enhancing the AI conversational experience on Messenger, the teams started by reviewing the detailed requirements for TechStyleOS’s user data API. Next, they identified features TechStyleOS’s automated flow required to provide a secure and seamless customer experience. From there, Quiq and TechStyle tackled technical and conversational design considerations to account for all possible user eligibility scenarios.

The experience handled inquiries within the automated flow using NLP and identified customer intent to determine whether the query could be completed via self-service or if a live agent was required.

For customers who were not able to completely self-service, Quiq set up a handoff integration to Sprinklr, seamlessly connecting to live agents who were ready to respond to more specific inquiries.

After extensive QA testing, teams deployed “Skip the Month.” Quiq’s custom logic implementation ensured the feature stayed prominent on the main menu during designated skip periods each month. They also made sure the feature could still be accessed by users who triggered the specific intent outside of the designated skip period.

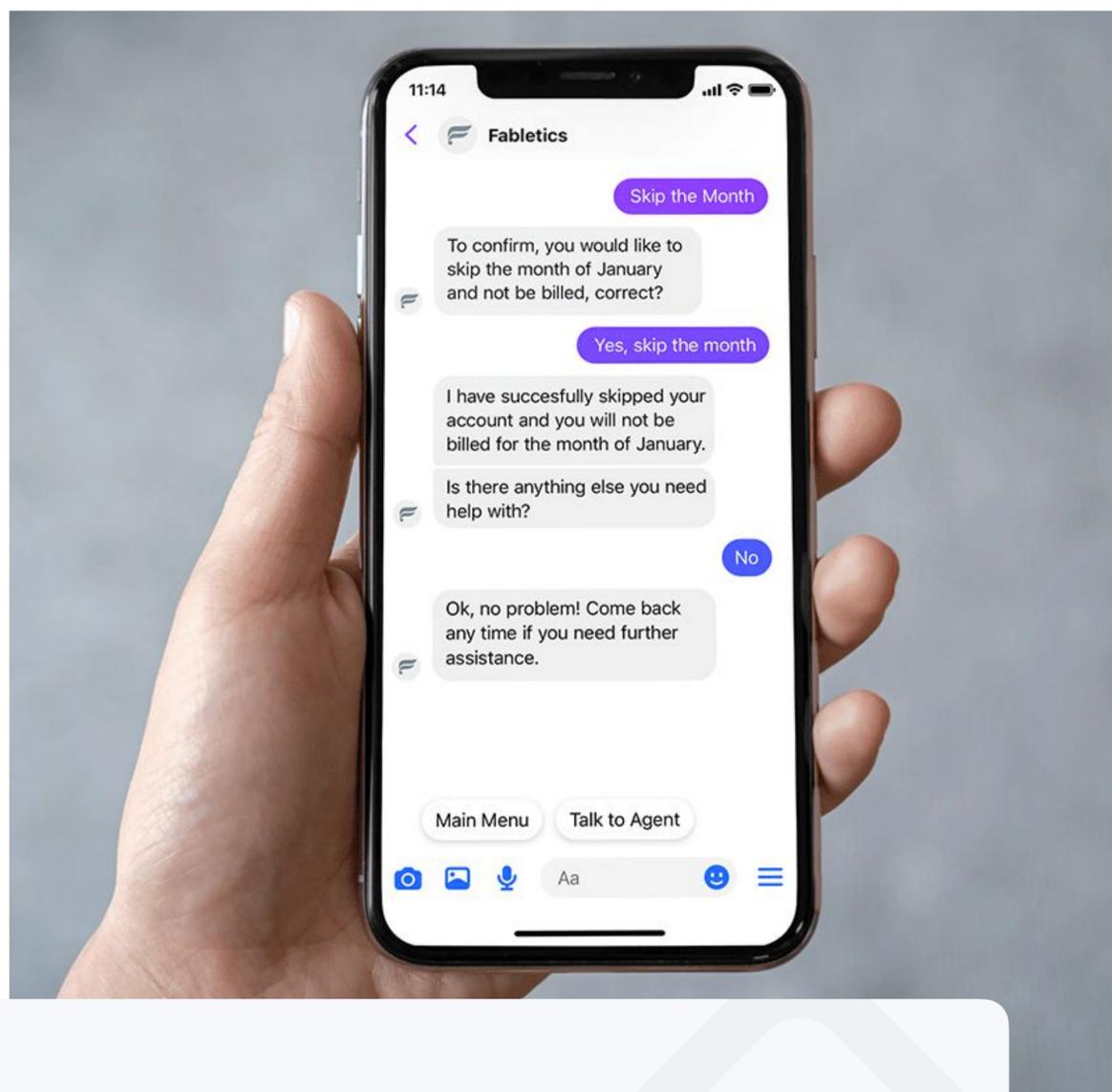
Quiq enabled TechStyle to:

- Increase “Skip the Month” Facebook Messenger sessions per month per user
- Migrate 96% of its users to Messenger instead of requesting to speak to a service provider
- Boost flow completion rate to 68%

No skipping out on superior customer satisfaction.

The “Skip the Month” feature has been successful in automating one of TechStyleOS’s most common customer service inquiries. With a 68% flow completion rate, most users who start the flow ultimately complete it to skip their payment for the month if their account is eligible.

Additionally, when the flow is successful it nearly eliminates the burden to their live agent team. More than 96% of users who successfully skip their month no longer need to speak to a human. The average of 7.1 sessions per “Skip the Month” user indicates that customers are satisfied with this feature and return monthly to interact with the brand on Messenger.



Result

86% self-service rate for customers who opt in to receive and interact with TechStyle brands on Facebook Messenger.

What's next?

TechStyleOS is continuing to expand the breadth of their partnership with Quiq to reflect and respond to the ever-evolving digital marketplace. As the volume of social traffic steadily shifts from Facebook to Instagram—a trend each of their brands are experiencing—the group will soon be expanding their full automation experience to Instagram Direct Messages.

TechStyleOS's goal is to extend the robust features and learnings from their Quiq + Messenger experience while tailoring the experience to Instagram-specific inquiries, ensuring that they offer their customers the same outstanding self-service capabilities on Instagram Direct Messages as they have with Quiq-enabled Messenger.

We're eager to see how Instagram Direct Messages work for TechStyle's brands. We have a feeling the service will be a trend that's here to stay. Congratulations to TechStyle!

Result

95% CSAT score for the service.

