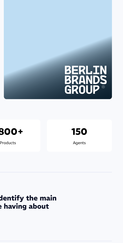
CUSTOMER STORY

How Berlin Brands Group used AI-powered conversation intelligence to conquer return rates & raise NPS (+70)

From Reactive to Proactive: Leveraging the voice of the customer to become the company's insights engine.



2005	28	4800+	150
Founded	Countries	Products	Agents

> **"We are now able to proactively identify the main complaints that the customers are having about our product."**
>
> Vladimir Grekov
> BBG Director of Customer Service



"If we didn't have EdgeTier, it would feel like going back to the Stone Age."

As a leading global e-commerce retailer, Berlin Brands Group (BBG) boasts an impressive portfolio of over 4,800 products across more than 100 sales channels. With such a large scope, efficient customer service is essential as every question, comment, and concern is directed through the support team. To ensure repeat business and ongoing revenue as the Director of Customer Service, Vladimir Grekov's primary target was ensuring consumers knew their notes were taken seriously through quick response and action.

Yet, with over 500,000 emails annually, Vlad and the team at BBG found themselves experiencing a disconnect between customer feedback and product management due to manual reporting processes. This is where **AI-powered conversation intelligence** came into play, providing the online retailer with the tools needed to not only bridge the gap but also proactively enhance customer satisfaction, streamline operations, and optimize support processes.

CHALLENGES

Battling scattered customer feedback & reactive problem solving

Visibility gaps with fragmented data & siloed insights

Instead of being able to harness the data from their customer interactions for analysis and actionable insights, BBG's previous process involved agents manually collecting and feeding details back to management. This manual process resulted in localized, fragmented, and impenetrable information that could not be used by other departments.

According to Vlad, the lack of centralized data led to frustrations: *"I was the voice of the customer inside the company. I was shouting out loud what the customers were complaining about. The other teams within Berlin Brands Group were not able to understand what the real issues were, and they were working in silos trying to solve different challenges... but there was no connected effort, and there was no analytical response to that based on facts, based on data, based on the truth."*

The resulting disconnect not only slowed the progress of problem-solving efforts but also made it more challenging to ensure consistent and accurate responses to customer concerns.

Delayed response to customer complaints

The lack of a comprehensive view of their data also made it difficult for Vlad and his team to identify potential issues. Relying on manual processes limited visibility into trends that indicate ongoing, widespread problems with a product or process.

> *"We were just in reactive mode reacting to all sorts of escalations without being able to actually quantify the impact or the magnitude of a specific issue."*

Such a delayed approach to client responses results in it taking days or even weeks to simply spot an issue let alone understand the size and scope of the problem. As a result, a larger set of customers are more likely to be impacted than if it was caught early, leading to lower client satisfaction rates.

Struggling to pinpoint & address key product issues

Fragmented data also limited BBG's view of their product issues. Vlad noted, *"We were getting insights just based on the return reasons from our customers, and we were not able to actually put the finger on the wound and say, 'What is most hurting our customer? What are the reasons?'"*

Without unified insights, the company was unable to quickly and accurately identify and fix the root causes of product issues. Not only does this situation affect customer satisfaction, but it also puts the company at risk for potential legal issues.

THE SOLUTION

Harnessing the voice of the customer for proactive support

The EdgeTier Impact

NPS +70	+ Increased	25% - 30%	Increased CSAT
Net Promoter Score	Internal Efficiency	Positively Rating Increase	Shop Reviews

"After ordering a product, every question a customer has comes into our customer service. So, it is very important to listen to the feedback of our customers, to listen to the complaints of our customers, to understand what our customers do say positively about processes, about the experience they have with our company – from the buying process until a service need has arised."

BBG's leadership understood the incredible value of consumer feedback; they simply needed the right solution to harness the power. To help address their CX and product challenges, they leveraged EdgeTier's AI-powered conversation intelligence platform, implementing Index and Sonar to centralize consumer insights and drive proactive support.

Centralized insights & analytics

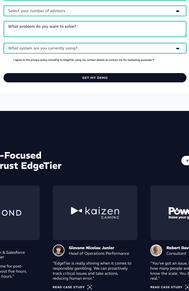
To overcome the root cause of their CX challenges - fragmented data, BBG was able to achieve 100% visibility across all customer interactions with EdgeTier. The team leveraged Index for real-time data, multilingual support, and AI-powered tagging of customer interactions, eliminating manual efforts and the risk of human errors. Sonar, simultaneously, identified hidden risks and opportunities for improvement.

> *"With EdgeTier, we were able to get those insights from an end-to-end perspective."*

Access to clear, actionable data in one platform transformed their approach to customer service, allowing the e-commerce company to improve their CSAT and raise their net promoter scores to over 70 points as well as reduce contact volumes. It also positioned the support team as the company's insights engine. Now, they're able to provide other teams with valuable feedback to make positive changes, ensuring effective collaboration that reduces time and revenue waste.

Proactive customer support

EdgeTier's Sonar solution takes real-time customer insights to the next level with proactive anomaly detection. Not only did the tool analyze BBG's full scope of customer feedback data, but it also identified and flagged issues as they occurred. Vlad was provided with the tools to stay ahead of potential issues before they escaped. Such an approach allowed them to proactively resolve high-priority concerns, limiting the number of impacted customers.



Strategic Product Management

BBG leveraged EdgeTier's integration abilities to stay on top of their growing product portfolio. The system was able to combine data from support queries with additional customer details and activities tracked by other systems, like their consumer profiles, the products they ordered, and the logistics carrier used. Once collected, the information was analyzed and presented in a digestible format to provide useful supplier feedback and adjust product offerings - a key factor in raising their positive rating review by up to 30%.

> *"We shifted from selling no matter what to really selling what matters."*



Continued growth with EdgeTier's unified customer insights

The partnership between Berlin Brands Group and EdgeTier has been more than just a collaboration; it's been a transformative journey. According to Vlad, some of the standout aspects have been the unwavering support provided by EdgeTier, sharing *"I specifically liked the flexibility I liked the can-do attitude I always felt supported. There hasn't been any pinch point in our journey where EdgeTier has said, 'this cannot be done, or no, we will not be able to do that...I felt like I'm the most precious customer."*

Such high-level support has not only empowered BBG to overcome their initial challenges, but it's also positioned them for ongoing success by enabling better product portfolio management and seamless customer experience.

Unlock new potential with AI-powered conversation intelligence

BBG's results serve as a testament to the power of EdgeTier. If you're looking to transform your customer support operations into an insights engine, improve key metrics like CSAT and NPS, and race ahead of the competition, it's time to explore the possibilities of AI-powered conversation intelligence.

Leave manual customer support processes in the past by reaching out to our knowledgeable team today.

Get a personalised free demo

Your full name

Work email

Phone number

Select your number of advisors

What problem do you want to solve?

What system are you currently using?

I agree to the privacy policy including to EdgeTier using my contact details to contact me for marketing purposes.*

GET MY DEMO

Customer-Focused Leaders Trust EdgeTier

VIEW ALL CASE STUDIES

BELMOND

kaizen CASINO

PowerPlay
Make your game

Haley Abbott
Project Manager & Salesforce Administrator, Belmond

"The average response time for post-booking type emails is about five hours. Previously, it was over 24 hours."

READ CASE STUDY

Giovana Nicolau Junior
Head of Operations Performance

"EdgeTier is really shining when it comes to responsible gambling. We can proactively track critical issues and take actions, reducing human error."

READ CASE STUDY

Robert Davies
Consultant

"You've got an issue, but you don't know how many people are affected. You don't know the scale. You don't even know if it's real."

READ CASE STUDY

Ready to see results?

Let us help your company go from reactive to proactive customer support.

UNLOCK AI INSIGHTS

EdgeTier security and compliance.
At EdgeTier we have achieved ISO 27001 certification, awarded by the British Assessment Bureau. This milestone is a significant step in our ongoing commitment to data security.

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