



UNTUCKit leverages AI to "kill the queue" during peak season

Case Study

UNTUCKit is a fast growing, innovative retailer, pushing the boundaries of style, comfort, and the customer experience with perfectly shaped untucked shirts. Founded in 2011, UNTUCKit opened its first store in New York City's Soho district and has since expanded to 80 stores nationwide. From the early days, UNTUCKit has been steadfast in their commitment to curating an amazing customer experience, with services like personalized fittings, shirt steaming, and whiskey tastings in every store, and of course a dedicated customer service team ready to answer any question a customer may have.

RedRoute Customer Assistant played a key role in the success of UNTUCKit's most recent peak season.

"Within a week after our first demo, RedRoute AI was successfully automating 10% of our call volume during Black Friday, and 35% within 2 weeks"

- Mike Vroom, Senior Director of Customer Experience

Shortly after launch, UNTUCKit encountered an unexpected shipping delay which further drove up call volume. RedRoute's new self-service option enabled UNTUCKit to continue focusing on new sales instead of calls about shipping delays.

Successfully Handled



35%

of total volume
during peak



75%

of all "where is
my order" calls



88%

of returned
order calls

Mike Vroom is the Senior Director of CX at UNTUCKit and has spent the last +4 years reimagining the customer experience. As the peak season was approaching, UNTUCKit knew they were going to be understaffed and had to come up with a mitigation solution.

“RedRoute’s no cost, rapid implementation eliminated all of the upfront risk. Now we’re using their service to handle a variety of call types, and they only charge for interactions completed without human assistance. It’s simply amazing. We tried to give another vendor a chance but by the time they were ready to start implementing, RedRoute had already handled thousands of calls with no negative impact to CSAT.”

– Mike Vroom, Senior Director of Customer Experience

Keep operating cost low



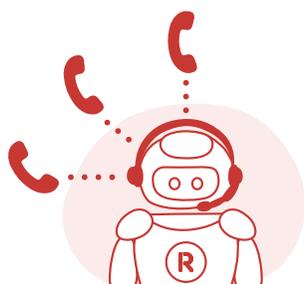
Mike remarked that “RedRoute helps keep my operating agent costs low while preserving high customer satisfaction scores according to our CSAT surveys.” For 10 years, UNTUCKit has been innovating on product and customer experience in the apparel industry. Now with a little help from RedRoute, they are utilizing AI and automation to expand customer support, reduce the human labor required to handle call volume, and dramatically reduce overall customer service costs. Mike also said, “Previously, I was evaluating enterprise IVR solutions to handle our increasing call volume. All of the solutions required lengthy due diligence and integration processes. However, we found that we would not need to go through with that costly option.”

Extend operating hours during peak WITH FEWER RESOURCES



“UNTUCKit greatly appreciates RedRoute’s ability to handle various call types and volume.” said Mike when asked about the partnership. “With the automation provided by their Customer Assistant, we were able to handle our contact center’s peak season volume spike with much less labor than previous years. And, we were also able to offer ‘off-hours’ support for a few types of customer calls.” This resulted in UNTUCKit being able to deliver 24x7 assistance for “where is my order” and product return calls, a service that the retailer wasn’t able to provide before implementing RedRoute.

Adding call automation without CSAT degradation



“RedRoute helps keep my agent costs low while preserving high customer satisfaction scores according to customer surveys. During our evaluation of RedRoute, we measured post-call surveys for RedRoute calls vs. live agent calls and found no difference in CSAT results. We conducted a post-call survey to compare customer sentiments between RedRoute and our live agents, the scores were impressively the same.” Mike Vroom, Senior Director of Customer Service, UNTUCKit.

About RedRoute

RedRoute is leading a new age of customer service with breakthrough automation technology and voice AI that enables organizations to deliver great customer experiences affordably. RedRoute takes 30 minutes to implement and produces immediate results, with customers on average automating 50% of all support calls on day one. Leading brands of all sizes, across industries, and around the globe use RedRoute today. Learn more at [RedRoute.com](https://www.redroute.com).