

## Spiegel Impressed with Fast Implementation and Productivity Gains from InstantService Email Solution

# CUSTOMER CASE STUDY

### SITUATION

With ever-growing fashion brands and more than 10 million customers shopping its catalogs, Spiegel Brands, Inc. is a premier retailer by every measure. The 140-plus-year-old company has revived itself in recent years, in part by focusing on providing customers with an engaging, easy online shopping experience.

### CHALLENGE

After acquiring the Carabella and A.B. Lambdin brands in 2006, the company found itself supporting multiple ecommerce sites, each coming with proprietary legacy systems. With many of the systems not 'talking' to each other, it was clear they needed a scalable and centralized toolset for electronic support.

The company, which had been using competing product for email support, was having difficulty getting meaningful data from the solution. In addition, the persisting system issues with the current provider hindered their ability to provide excellent customer service. Frustrated, the company set out to research alternative solutions.

### SOLUTION

After a full year of comparing solutions, InstantService came out on top. "It was important that the solution offer continuity between other communication channels on our near-term roadmap, namely chat and knowledgebase. InstantService delivered that and more," stated Mark Diamond, Supervisor of Internet Customer Service at Spiegel Brands.

According to Diamond, implementation was almost too good to be true. Having allowed three months for the process, the team was stunned when InstantService completed the job in two days. "I've never seen that happen in my life," added Diamond. Equally gratifying, there were no hidden fees involved to make it happen.

### RESULTS

Senior Manager of Sales, Customer Service and Support, Anna Radzikowski, is thrilled with the productivity gains in the contact center. Before implementing InstantService, offering timely responses to customer requests was a challenge, often averaging 36 hours. With InstantService, response time plunged to 5.5 hours (less than half of the industry standard), with agents handling 12 emails an hour.

"One of the reasons it has been a resounding success," continued Diamond, "is because InstantService is genuinely concerned about our processes and takes measures to ensure the solution fits our model."



### FACTS AT A GLANCE

Spiegel Brands Inc. is the parent company of apparel companies Spiegel, Newport News, Carabella, and A.B. Lambdin.

Company websites: [spiegel.com](http://spiegel.com) and [newport-news.com](http://newport-news.com)

Agents find the solution easy to use, helping them answer an average of 12 email requests an hour.

Response times are now 80% faster with InstantService than with the previous solution.

Implementation of the solution took two days.



"By implementing InstantService's solution, we're improving our bottom line and our customer satisfaction — clear and simple."

Lisa Lavin  
Senior Director of Contact Center Operations,  
Spiegel Brands

InstantService, Inc. is a leading provider of customer communication technologies for online businesses and contact centers. InstantService offers an integrated suite of live chat, email management, knowledge base, Web site analytics and lead capture solutions to increase sales and enhance customer service.