

Visual IVR Solution Helps Aéropostale Drive Customer Satisfaction and Loyalty

The Situation

Aéropostale has been a Radial client since 2005, utilizing full-service customer care. The retailer had been using only traditional IVR (interactive voice response), a technology that enables a computer to provide information to handle calls for order or credit status. And while traditional IVR is helpful in providing consumers with a self-service option, only 20-30 percent of calls are resolved via IVR, and the rest are routed to a live agent due to limitations of a traditional IVR. Additional analysis done by Radial also identified that roughly 60% of Aéropostale customer calls into the contact center were from a mobile device. Having this insight and new technology, Radial recommended implementing a Mobile IVR solution.

20% of
customers
choose
Visual IVR
over calls

The Radial Solution

Identifying an opportunity for improvement, Radial approached Aéropostale with a Visual IVR concept, designed to cut down on costly live agent transfers and greatly improve the mobile customer service experience. Since Aéropostale already used Radial's order management system, integrating the new Visual IVR solution to get order and credit status was seamless. Radial partnered with Zappix, a smartphone Visual IVR software development firm, to implement this solution giving mobile consumers a highly intuitive visual interface as an alternative to pushing buttons in a phone tree and still at times having to be transferred to an agent.

With Visual IVR, Aéropostale customers can choose to quickly navigate a visual-based menu optimized for smartphones, and then simply select options by touch versus listening to a list of options and interacting via voice. The result is a much faster, frictionless, and satisfying support experience that gives customers exactly the information they want—using the channel and device that they prefer.

Visual IVR is just one innovative component of Radial's omnichannel support strategy. Today, customers can easily transition from Visual IVR to a phone conversation with an agent, and soon will be able to initiate a text message to an agent. Radial insights into Aéropostale's customer care interactions show that their customers want to interact on one channel and then continue the conversation later on any other channel

The Results

Radial's Visual IVR solution achieved a 70 percent containment rate (the percentage of calls that are resolved in the IVR and not transferred to an agent) compared to the typical rate of 20-30 percent for Traditional IVR. When given the choice, approximately 20 percent of all callers checking on order status chose Visual IVR over Traditional IVR—an impressive adoption rate when you consider how new the Visual IVR technology is to the retail space. In addition to increased efficiency, Aéropostale also achieved a Net Promoter Score (an index that measures consumers' likelihood of using the solution again or recommending it) of 90, a clear indication that customers who interact with Visual IVR have a positive experience. On the contrary, Traditional IVR is typically the lowest driver of NPS with a score of 54, according to 2016 CFI Benchmarking data.

"The customer experience comes before all else," said John Remlin, Director, eCommerce Operations at Aéropostale. "We want to ensure that every interaction Aéropostale has with a customer is as seamless and frictionless as possible. We're always looking to improve customer satisfaction, and Radial's Visual IVR solution gives consumers control and choice, while also saving us time and money. Like all retailers today, we're working to grow our business, and that starts with a happy and loyal customer base."

About Radial

Radial is the leader in omnichannel commerce technology and operations, enabling brands and retailers to profitably exceed retail customer expectations. Radial's technical, powerful omnichannel solutions connect supply and demand through efficient fulfillment and transportation options, intelligent fraud, payments, and tax systems and personalized customer care services. Hundreds of retailers and brands confidently partner with Radial to simplify their post-click commerce and improve their customer experiences. Radial brings flexibility and scalability to their supply chains and optimizes how, when and where orders go from desire to delivery. Learn how we work with you at www.radial.com.

About Aéropostale

Aéropostale is a specialty retailer of casual apparel and accessories, principally targeting 16 to 22-year-old young women and men through its Aéropostale® and Aéropostale Factory™ stores and website, aeropostale.com. The brand provides customers with a focused selection of high quality fashion and fashion basics at compelling values in an innovative and exciting store environment. Aéropostale currently operates more than 500 stores in the U.S. In addition, pursuant to various licensing agreements, there are 13 partners currently operating 228 Aéropostale stores in Asia, Europe, the Americas, Mexico, and the Middle East. Aéropostale launched its children's brand, P.S. from Aéropostale, in 2009. PS from Aéropostale offers trend right apparel and basics for kids ages 4 to 12 years old and is available in 120 Aéropostale shop in shops around the globe and online at ps4u.com. In 2013 Aéropostale launched Live Love Dream, an athleisure brand focusing on active wear, lounge, yoga, swim and intimates. The brand targets women ages 18 to 22 years old and is available as a branded shop in shop in more than 700 Aéropostale doors and online at lld.com.

70%

Containment rate on visual IVR

90

points NPS with addition of visual IVR