upstreamworks

Online Retailer Improves its CX and Realizes Dramatic Growth

Leading Online Retailer Increases Customer and Agent Satisfaction Across All Channels

Company

Origami Owl is a leading custom jewelry online retailer based in Arizona, known for telling stories through its signature Living Lockets, personalized Charms, Bracelets and Earrings.

The Challenge

The challenge Origami Owl faced was being able to deliver customer experiences that were in keeping with their company mission: to be a Force for Good® and make a difference in the lives of others. This meant being able to deliver a consistently exceptional customer experience across each of its channels, and to help their Designer Care representatives be more empowered.

Our Solution

Origami Owl chose Upstream Works for Finesse (UWF) with phone and email. The solution included one agent desktop and workspace to easily and consistently manage all customer communications across the customer journey, with consolidated reporting and insights across all channels.

Origami Owl
CUSTOM JEWELRY

KEY RESULTS

97% Reduction in Wait Times

35% Reduction in Transaction Costs

Significant Gains in Productivity

Origami Owl leverages UWF to improve customer and agent engagement

> "
> *The Upstream Works team works really well together – and cares about the end user. We have been able to grow and be more established as a business, and our Upstream Works solution has been growing right along with us. It's a great fit for whatever you want to accomplish."*
>
> *- Amy Robinson,*
> *Senior Vice President of Merchandising Strategy & Operations*
> *Origami Owl*

The Story Behind Origami Owl

Origami Owl has a corporate mission: to be a Force for Good® and to make a difference in the lives of others. They live and breathe this in their day to day operations as a leading Arizona-based online retailer of custom jewelry. When Upstream Works engaged with them in 2015, it was clear that this mission targeted its customer service goals, including its contact center workers as well. They want to make a difference and have happy, productive agents helping happy, loyal customers – you can't have one without the other.

The Need

The challenge Origami Owl faced was an enviable one – it was in a period of unprecedented growth as its customer base was expanding. It had more inquiries and transactions than its resources could handle. "We were experiencing enormous growth and we weren't prepared for the call volumes," explains Amy Robinson, Senior Vice President of Merchandising Strategy & Operations

at Origami Owl. "We had no means of tracking how many calls were coming in, how often they were dropping, and no way to route calls to appropriate agents". The business needed a way to extend its phone and online support so that it could continue to deliver the level of service that its customers had come to expect and appreciate. Being an online retailer, having an omnichannel solution was a clear requirement, as their customers were increasingly expecting to communicate via digital channels. This meant being able to deliver a consistently exceptional customer experience across each of its channels by providing their agents with the right tools and information.

The Solution

Origami Owl chose Upstream Works for Finesse (UWF) with phone and email. A web-based application within Cisco Finesse, it provides agents with one workspace for managing all customer communications and interactions. Robinson explained the capabilities of UWF that appealed most to Origami Owl: "UWF would

help us gain visibility into the volume of contacts, why our customers were contacting us, and what the wait times were, including average speed of answer. With Upstream Works, I would be able to see the entire department and how we were working as a customer service group."

Beyond gaining insights into customer activity through accurate, thorough reporting, Origami Owl derives further benefits at the agent level too. By leveraging tools such as unique Not Ready reasons on the agent desktop, the contact center has gained granular insights into agent behavior. Amy Robinson explains: "Tracking specific Not Ready reasons has given us incredible results – we've been able to identify and correct misused Not Ready time by using the data and working with the agents on process and behavioral improvements." Robinson elaborates on how UWF is helping her team succeed: "With our reps, we're able to see individual agent performance and their day to day activities. We work with them to drive improvements, and motivate the

team as a whole to work better. We are using the trends we see to make positive changes in our operations. UWF gives us these capabilities."

Specific UWF features and capabilities that Origami Owl finds particularly useful include:

Improved Performance with Email Templates are an easy way for agents to address the most common questions, and according to Robinson, "have made an even more dramatic improvement with email handle times than that of voice."

Increased Visibility with UWF Statistics Gadget and My Day allow agents to see how they are performing, as well as what's in queue. Robinson describes that agents use the statistics and modify their own behaviors accordingly: "They see their own productivity and their own goals and can evaluate how close they are to reaching them. We also share reports with them so they can celebrate improvements and set new performance goals."

Ease of Use with Marquee is a team messaging tool to alert agents to queue activity and display other customizable, relevant updates. Robinson describes why this is so useful to her team: "Sometimes agents find it hard to find time to go look at an email, but with Marquee displaying right in front of them, it's convenient for them and saves them time, and helps them focus on what's a priority."

The Difference

Origami Owl has been able to reduce staff while handling the same volume of work. Robinson states that with UWF, "we have the tools to continuously improve and to identify shining stars – the real performers – and keep them happy, retaining agents who make a real difference."

What's Next?

Origami Owl continues to expand its presence and improve its customer experience. With plans to continue extending customer options with SMS, and extending integrations to include Sharepoint for easy access to inventory control, their relationship with Upstream Works is just getting started.

Change the Conversation
with Upstream Works for Finesse.

Let us show you what's in it for you.
Contact us for a demo:
demorequest@upstreamworks.com

About Origami Owl

Origami Owl® Custom Jewelry was founded in 2010 by then 14-year-old Founder Bella Weems who had a simple dream to own a car once she turned 16. She created a line of meaningful jewelry, including signature Living Lockets® which can be customized with Charms to tell a personal story. Fast forward six years and Origami Owl, a national social selling company and Inc. Hire Power Award recipient, is fulfilling its mission to be a Force for Good®; to love, inspire and motivate people of all ages to reach their dreams and empower them to make a difference in the lives of others. Based in Chandler, Arizona, Origami Owl has thousands of independent sales consultants, referred to as "Designers," in the U.S. and Canada. Origami Owl Designers tell stories and sell this unique line of jewelry at in-home parties called Jewelry Bars®. For more information or to find a Designer in your area, visit OrigamiOwl.com.

About Upstream Works Software

Upstream Works provides best-in-class Omnichannel Contact Center software for the Cisco Collaboration Platform to increase customer engagement and agent success. We bring the customer journey together across all channels, interactions and applications with seamless integration and management simplicity. For over 15 years, organizations around the world and across industries have benefited from Upstream Works' experience and expertise, gaining operational efficiency and transforming the connected customer experience.

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