

# PacSun Reaches New Heights In CSAT and Revenue With CX Automation

When a leading young adult apparel retailer set their sights on revamping their digital customer service experience to stand out from their competitors, they turned to Linc.

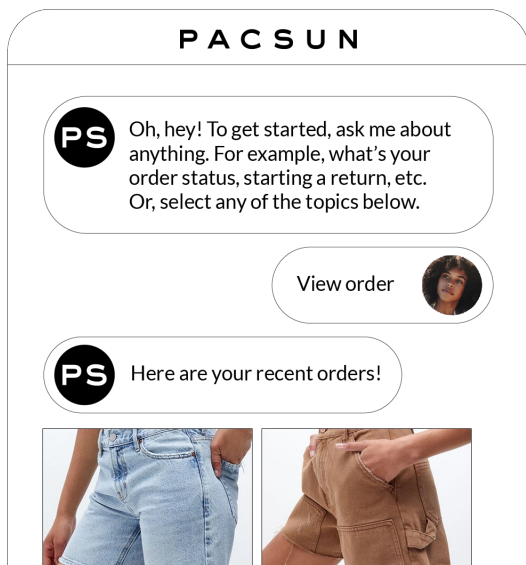


## Challenge

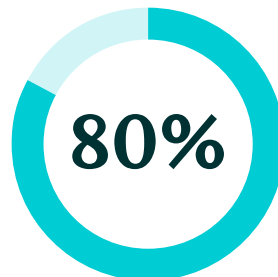
Having already established themselves as a forward-thinking fashion brand, PacSun's new goal was to meet their customers' growing expectations and further position themselves as a customer-centric business obsessed with providing an unparalleled customer experience while alleviating the burden on their inundated contact centers.

## Approach

1. PacSun and Linc's customer success team were able to identify the biggest friction points within PacSun's existing CX strategy that led to decreased customer satisfaction. With a unique combination of automation and self-service solutions, PacSun saw a tremendous improvement in CSAT scores.
2. PacSun leveraged Linc's digital workforce to automate the resolution of post-purchase order support inquiries, which include order status questions, self-service returns, and issues pertaining to fulfillment speed and delivery issues.
3. PacSun will be able to provide their customers with visibility into product stock available in-store and a streamlined Buy Online, Pickup In-Store experience. Customers will also be able to get their product detail questions automatically answered via Linc-powered embedded webchat.



## Impact at a Glance



Customer inquiries assisted by AI-powered Digital Workers

19%

Conversion rate from automated product recommendations (in seven day window)

24/7

On-demand support provided to customers

26%

Customer opt-in to proactive notifications

# Linc x PACSUN

## Results



83% of all customer inquiries were resolved by AI-powered Digital Workers within the first 30 days of launch, leaving only 17% of inquiries requiring human support.



WISMO (Where Is My Order) inquiries –a key driver of call center inquiries before automation–fell out of the top 15 inquiry topics routed to the call center.



With Linc's Digital Workers acting as first responders, customer service chat became an on-demand, 24/7 feature. Before Linc, 51% of PacSun's customer chat requests were outside of agent operating hours.



26% of PacSun's shoppers have now opted-in to receive proactive notifications, eliminating customer questions before they even arise.



Finally, over 95% of PacSun's shoppers have leveraged the self-service landing page for order status and returns, further reducing their need to contact customer service.



## Future Plans

Through a seamless integration between Linc's AI-powered Digital Workers and PacSun's existing Gladly customer service solution, context about the customers, orders or products and their past chat history was made accessible to PacSun customer service agents at hand-off, resulting in substantial improvements to first-contact resolution rates and time-to-resolution.

With Linc's AI, PacSun was able to make product recommendations that were personalized to the customer and relevant to the moment. Since this implementation, service moment-led purchase inspirations are achieving a 19% sales conversion rate within a seven-day window.

PacSun, together with Linc, is poised to set a new standard in customer experience across eCommerce and digital retail, outpacing their competition in providing unparalleled customer satisfaction.

See What CX Automation With Linc Can Do For You

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