



97% Faster Customer Response Time with
Whatsapp Business API For a Leading
Laundry Chain

Client Background

Our client is a highly reputable and industry-leading dry-cleaning and laundering service provider based in the United States. With a strong presence in the East Coast region and a vast network of 350 franchised stores, our client has established themselves as a trusted name in quality garment care and washing services.

Business Challenges

With no direct line of communication, our client had to rely on the staff to filter and convey customer grievances, feedback, and suggestions for improvement. Furthermore, in the absence of a centralized system, the client lacked visibility of the performance of their franchise stores and how they are handling and resolved customer queries.

As a result, they observed:

- Delayed customer issue resolution
- Prolonged response time to customers even for basic queries like laundry service status
- Higher customer dissatisfaction

Client's Goal

The client aimed to optimize and streamline customer support as their franchise store network receives over 210,000 calls /month on an average. To handle this huge volume, the client required a quick and effective solution that can simplify the process and deliver a more satisfactory experience to their valued customers.

Solution

Softude resolved the client's challenges and met their goal through a conversational WhatsApp chatbot. The bot simplified the whole process

- Direct interaction with all the customers
- Direct suggestions and feedback from customers to each store
- Less wait time for customers through FAQs
- Whatsapp notifications to customers on order status, payment status, pick-up and drop time, etc.

The solution is integrated with a CRM system, which includes a ticketing system. This integration allows the customer support team to address and resolve all those queries which are unanswered by the bot.

Solution Impact

24x7 availability of Whatsapp chatbot ensured quick and uninterrupted support to the customers, thus increasing customer satisfaction. Also, personalized messages and instant query resolution by our solution enhanced customer relationships.

Our client also experienced the following business impact after implementing our solution

88%

reduction in customer
wait time

95%

of customer queries
are resolved through
WhatsApp

97%

faster response
time

About Us

Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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