



CASE STUDY

Tailoring a Great Customer Experience

How Aircall helps fast-growing apparel brand UNTUCKit anticipate customer needs and provide personalized service.

The Challenge

Fashion brand UNTUCKit is known for its improved men's shirt, designed to fall at exactly the right spot between belt and pocket. As the company quickly expanded, adding product lines and physical stores, the customer-facing team was making do with a hodgepodge of different support tools. Michael Vroom, UNTUCKit's Customer Service Director, wanted to give employees a more connected view of customer activity. Plus, an unreliable phone system was causing unnecessary stress.

“ The transition to Aircall was easy, and most importantly, it helped bring our focus back to the customer. ”

The Solution

First, UNTUCKit chose Kustomer as its customer service platform to tie together everything from payment history to support chats. Soon after, UNTUCKit partnered with Aircall after searching for voice solutions in Kustomer's integration marketplace, connecting these two essential systems.



AT A GLANCE

- Known for the perfect untucked shirt for every shape and size
- The first shirt was created in 2010 and the first store opened in 2015
- Now 70+ stores in North America

AIRCALL SOLUTIONS

- Integration with Kustomer
- Automatic sync of notes and tags
- Actionable reporting and analytics

WHY AIRCALL

- Reliability & quality
- Integration with system of record
- Easy to use and get up to speed

The Results

Today, the UNTUCKit team starts every call with a clear idea of where the conversation may be heading. Once a call ends, any notes or tags applied along the way are automatically synced back to Kustomer alongside a call recording. This context not only makes it easier to personalize the next interaction with the customer, but it also gives Vroom, the Customer Service Director an opportunity to review trends and adapt training accordingly.

“The right information is already there, helping us anticipate an issue before the customer even mentions it.”



Best in class customer experience



Personalized customer interactions



Improved first-call resolution

“The most important thing I think Aircall gives our team is the ability to already know the customer before picking up the call.”

Lauren Panken, Operating Systems Manager at UNTUCKit

About Aircall

Aircall is the cloud-based phone system of choice for modern brands. Scaling businesses across industries choose Aircall for its simple set-up, seamless integrations, and proven quality. With Aircall, sales and support teams can have meaningful and efficient phone conversations.

Aircall is headquartered in Paris and New York, and is trusted by thousands of companies worldwide.



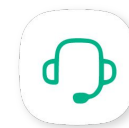
Easy to set up and scale



Beautiful and intuitive UI



Connected to all your tools



Proven call quality