CASE STUDY

How European Wax Center went from 6 agent platforms to 1
With Khoros, we now have a 360-degree view of our digital engagement. We can easily interact with our franchises and support them in a timely manner, taking care of our guests while also taking care of our business.

Auburn Berry

Director of Social Media, PR, and Brand Activations, at European Wax Center
Executive summary

European Wax Center is a major personal care brand composed of a central headquarters and over 800 independently owned and operated franchises across the country. In early 2020, European Wax Center restructured their social media and guest relations strategy by bringing on an experienced social media manager, integrating social media care into their guest relations team, and onboarding the Khoros platform. With Khoros as a partner, European Wax Center successfully weathered the most disruptive months of the COVID-19 pandemic. But franchises add an extra layer of complexity to customer care, and even with their social media and web chat conversations in one place on Khoros, European Wax Center still didn’t have the complete customer view they needed. So, European Wax Center decided to integrate email into their Khoros platform, making Khoros their single command center for customer service engagement on every channel.

Before European Wax Center integrated email into their Khoros platform, guests would often contact the brand on social media, chat the brand on web chat, and then also contact the brand through their contact us form on the website. The guest relations team couldn't see all guest interactions in one place, leading to doubled-up responses, or worse, guests left without a response. Now, the team can see all social media interactions, chatbot conversations, and emails in one place, with holistic conversation history, ensuring they deliver quick, consistent service without stepping on each others' toes.

European Wax Center also took advantage of Khoros’ open APIs and to build impressive routing and agent tools with their automation partner Headliner Labs. To speed up routing across 2400 different potential email addresses, inbound emails are automatically tagged with their relevant location, and agents are prompted with a simple widget in Khoros Care to select the best franchise staffer to forward to (center email, location owner, corporate support, or a combination). As emails are ingested, Khoros automatically updates customer data in European Wax Center’s external data lake, and serves up relevant information on the customer in the agent dashboard.

As pandemic-related disruptions settled down, European Wax Center was able to see how their customer care team performed under conditions closer to normal. They found that their response times were over 2X faster and their care interactions were much more thorough than they were before they integrated email into their Khoros platform. For European Wax Center, Khoros is now a 360-degree business tool, not just a marketing or customer service tool.

Want to learn more? Visit us at Khoros.com or email us at questions@khoros.com
How they made it work

**Integrated**
email to allow for a 360-degree view of every customer, helping the brand and each franchisee deliver a better and more impactful customer experience.

**Leveraged**
open APIs on the Khoros platform to bring in Headliner Labs to customize their social care platform.

**Restructured**
the way they interact with customers to focus on guests, not individual tickets, handling each in context of the customers’ complete history.

**Consolidated**
customer information and franchisee information into one place to speed up responses.

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Results

European Wax Center had all of their social media and chat conversations in one place on Khoros, but they still didn’t have the complete customer view they needed. They decided to integrate email into their Khoros platform, making Khoros their single command center for customer service engagement on every channel. Their response times were faster and their care interactions were much more thorough than they were before they integrated email into their Khoros platform.

83% decrease in agent platforms — from 6 to 1

55% decrease in agent response time — from 5 minutes to 2.2 minutes

<3 minute agent response time
“Without Khoros, our guest relations team would have to go between at least six different tabs. Now they need one tab. They need Khoros.

Auburn Berry
Director of Social Media, PR, and Brand Activations, at European Wax Center