How Orvis identified and resolved friction across the customer journey
We needed a solution that would help us identify areas of customer pain at any touchpoint along their journey. With Khoros CX Insights, we’re able to detect issues at the root cause – from the purchase experience across channels, to fulfillment, delivery, service, and product issues.

Lisa Lavin
Director of Customer Experience at Orvis
Why Orvis partnered with Khoros

Orvis is an international, multi-channel retailer with over 5,000 products and an award-winning website that attracts 32 million visitors each year. As of 2017, Orvis has 69 retail stores and 100 outlets in the US, 18 retail stores in the UK, and a wholesale division servicing more than 500 independent dealers worldwide.

At this scale, it can be a challenge for Orvis to maintain the “customer is always right” level of service that made them famous — especially in today’s rapidly changing consumer environment.

Orvis needed a way to understand the behavior of their millions of customers, both at scale, where trends and emerging issues become apparent, and in individual interactions, where the deep qualitative context about specific issues lies. Less than 25% of businesses deploy comprehensive, omnichannel analytics tools to track consumer behavior in this way and with Khoros CX Insights, Orvis saw an opportunity to lead instead of follow.

Orvis partnered with CX Insights to aggregate data from every customer touchpoint, from phone calls to chat sessions, emails, SMS, surveys, social media, and online reviews. To enable actionable, relevant insights, Orvis worked with the Khoros team to implement a customer classification model based specifically on Orvis’s business processes and products. Once the model classifies interactions, the platform analyzes contextual details from each one and uses intuitive data visualizations to reveal common patterns, anomalies, and emerging trends. Meanwhile the complete text or call recording of every interaction persists in the system, so the Orvis CX team can drill down to the actual conversation level.

All that data that Orvis previously wasn’t using quickly became a valuable resource that they could use to improve their customer journey at every touchpoint.

Want to learn more? Visit us at Khoros.com or email us at questions@khoros.com
How they identified friction in their return process

Like all retailers, a portion of Orvis’ calls were centered around product returns. Returns present a very high cost to retail companies due to the lost revenue and associated logistics expenses. More importantly for Orvis, these calls have a higher propensity for a negative customer experience.

That’s why Orvis was determined to limit avoidable returns and prioritize reducing return-related calls through business process optimization. To do this, Orvis needed to qualify and quantify what their customers were telling them.

“Prior to CX Insights, Lavin’s team listened to calls randomly and used spreadsheets to track issues and opportunities. This time, the team was able to use CX Insights to uncover important root cause insights in a fraction of the time.”

Using CX Insights, Orvis was able to identify calls where a return was discussed. Further, the software could determine how an agent responded to the request. Did the agent immediately process the return or did they suggest an exchange for another size, color, or another suitable Orvis product?

This analysis helped Orvis discover that its original return process was cumbersome for both the customer and agent, and therefore, that exchanges were rarely considered. In addition, this call type often resulted in a customer experience that was not up to Orvis’ high standards.
How they resolved friction across multiple touchpoints

With a unified view of their customer interaction data, Orvis discovered that the root cause of customer friction originated from issues in multiple touchpoints of the customer journey. They moved quickly to implement solutions.

**Optimized the exchange process**
The company modified its agent CRM to make exchanges easier, resulting in far greater revenue preservation, happier customers, and a 2-minute reduction in call time — around 20% for calls about returns. Most importantly, Orvis was able to quickly implement training that enabled its agents to convert 58% of Orvis’ return calls into exchanges.

**Re-engineered the website and marketing programs**
Beyond the contact center, Orvis used those key learnings to revise its website and re-engineer its email cadence, adding vital clarity to areas where customers were often confused. As a result, the company saw a 43% reduction in customers calling for return instructions, a 20% reduction in calls from customers asking for receipt confirmation, and a 37% reduction in calls alerting the company that a customer had sent a return. All these benefits resulted from discovering issues that Orvis didn’t know existed before onboarding CX Insights.

**Provided information on order status**
Orvis quickly identified, through CX Insights data, that its number one non-sales interaction was customers asking about the status and location of their order. Armed with that information, Orvis rolled out an opt-in, SMS “order status” update for customers, resulting in significant reduction in calls of this type and a clear improvement to customer experience.

**Ongoing improvements**
The Orvis team is still finding new and innovative ways to apply CX Insights to maintain, and even improve Orvis’ legendary level of customer satisfaction. Based on CX Insights data, they are looking to make subtle website adjustments and marketing enhancements that will improve the online shopping experience, ultimately decreasing calls from active online shoppers and increasing online conversion rates. Orvis will also be utilizing CX Insights to gauge their customers’ response to new channels of communication, including surveys and email outreach.

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With Khoros CX Insights, Orvis reduced handle time, converted more returns to exchanges, improved customer experience, and deflected inquiries away from their contact center — all without adding additional support agents. Their ability to quickly categorize and analyze support inquiries helped them identify areas for improvement in their contact center, website, and email cadence. They have even improved supply chain management, reduced calls about out-of-stock items, and began customers about shipping statuses via SMS. Khoros is helping Orvis prove that even a company who's delighted shoppers for 162 years can turn to digital-first technology to continue its legacy of incredible customer experience.

Want to learn more? Visit us at [Khoros.com](http://Khoros.com) or email us at [questions@khoros.com](mailto:questions@khoros.com)

**Results**

- 20% reduction in handle time for calls related to returns
- 58% of returns converted to exchanges
- 43% reduction in calls with return process questions
Implementation and configuration was fast and easy. I’m a big fan of Khoros CX Insights.

Lisa Lavin
Director of Customer Experience at Orvis