

Williams-Sonoma/Pottery Barn Reduces Repeat Email Contacts By More Than 50% Using Proprietary StellaService Data

WILLIAMS-SONOMA, INC. P O T T E R Y B A R N

The first Williams-Sonoma store opened in 1956, selling a small array of cookware imported from France. Since then, the brand has expanded to hundreds of products from around the world, more than 250 stores nationwide, a direct-mail business that distributes millions of catalogs a year, and a highly successful ecommerce site.

Williams-Sonoma recognizes that caring for customers is not a cost, rather an opportunity to drive revenue. To make the most of that opportunity, Williams-Sonoma has taken full advantage of Stella Metrics' consistent, objective data to power customer care improvements.

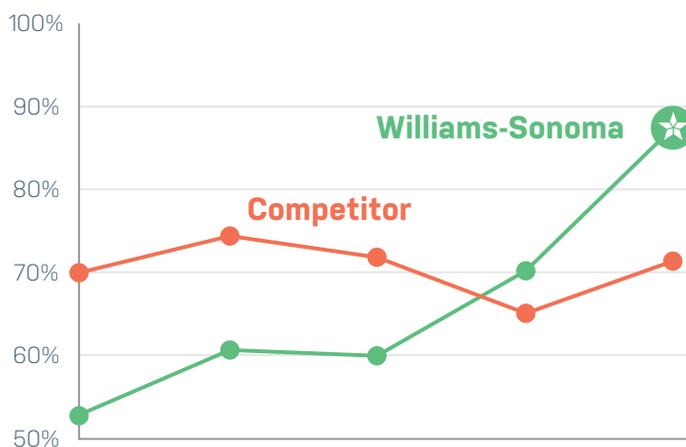


Working with Stella Metrics

Email volumes were high for the Williams-Sonoma's contact center, which was eating away at operational budgets. With little insight to the drivers behind the high volume there was no clear path for improving this metric.

Using Stella Metrics' proprietary data on Issue Resolution rates, Williams-Sonoma was able to identify the root of its unnecessarily high volume of inbound customer contacts.

The company was also able to identify individual agents who were struggling to resolve issues on the first interaction, dramatically reducing repeat contacts by more than 50%.



*Fig. 1
Issue Resolution Percentage Over Email
Increases 30%+ in 5 months*

The effort to better Issue Resolution rates through individual agent performance led to a 30% increase in 5 months -- surpassing its key competitor in the metric and resulting in 9 of 10 customers getting their issues solved on the first contact.

Not only did this improvement save money for Williams-Sonoma, it also positively impacted interactions with customers. Williams-Sonoma believes that these interactions are critical in reducing customer churn and driving customer loyalty from new and existing shoppers.

“ The service piece is key to why we continue to outperform. We use StellaService, which ranks our industry, and the goal is really transparency and what the customer sees. They have a rigorous methodology to test the customer service performance of online businesses. ”

Laura Alber

President and CEO, Williams-Sonoma