

# Jet.com Takes Off With Stella Connect

Jet launched in 2015 with a mission to make online shopping more transparent and efficient. In addition to offering the broadest suite of products at the most competitive prices, Jet is also laser focused on delivering best-in-class customer service.



As part of its commitment to customer service, Jet signed up for **Stella Connect** to support its public launch. The company's primary objectives with the platform were to:



**Optimize Service Performance** Begin collecting agent-level performance metrics and insights to help measure success and optimize performance.



**Drive Service Improvements** Provide real-time recognition and rewards for agents to keep them motivated and engaged.



**Motivate Front-Line Staff Through Public Recognition** Deliver earned media to drive brand awareness and customer acquisition

# Results

Jet has steadily increased the number of agents using Stella Connect. Today, the company has several hundred customer service agents leveraging the platform, and together they collect thousands of comments and responses from customers every week.

“Stella Connect is an amazing asset for our team at Jet. Our brand is built for the customer, and Stella Connect is helping us take our service to the next level with a win-win for both our team and our customers. The platform has strengthened shoppers' emotional connections to our brand, which is a vital element to building loyalty and driving sales.”

— **Marc Lore**, *Jet.com Founder and CEO*



**Response rates to Stella Connect feedback requests for Jet are consistently over 40%.**

These results are 3-5x higher than response rates for any other type of customer feedback survey.



**The average star rating across all feedback requests is 4.6 out of 5.0.**

This positive feedback creates a virtuous cycle by continually motivating agents to deliver the best possible service experience during every interaction.



**Over 5,000 Jet customers**

who have responded to Stella Connect requests went on to broadcast their positive service experience via social media driving a valuable stream of earned media impressions.