

Away

With all Their Customer Data in One Place, This Brand Encourages Customers to Ask Away

The Challenge

With customer-obsession as a core value, Away's CX team sought a solution to reduce the inordinate amount of time they spent finding customer info and pairing the right team member with a customer.

The Results





- All customer information in the timeline enables the team to have more informed, personalized conversations and expedite responses to customer questions.
- Uses search to segment customers and align their needs with team members' strengths, empowering the delivery of exceptional service
- Built workflows that use customer data to optimize the CX team's response time to inbound messages from customers.



Kustomer is a platform that offers so much more than just a ticketing system — it's optimizing our entire customer experience workflow at Away. There are so many ways you can use Kustomer to leverage customer insights and make more informed decisions."

Jayne Flynn, Data & Analytics, Away

Company Profile

-  **Customer Since:** 2018
-  **Number of Users:** 146
-  **Switched From:** Desk.com
-  **Favorite Feature:** Search

Success



Expedited Answer Times



Improved Efficiency Through Timeline and Search

Away is a global brand that designs thoughtful products to make traveling more seamless. In February of 2016, co-founders Jen Rubio and Steph Korey were looking to enhance the entire travel experience, starting with the perfect suitcase. With 500,000 suitcases sold to date, they are hard to miss in train stations, overhead bins and airports across the globe.

One of Away's core values is that they are customer-obsessed. Everything they do as a brand and as a team is guided by feedback from their community. "We're always asking ourselves, 'How can we make this better for our customers?' and our team is excited to come up with creative solutions to any travel pain points," says Jayne Flynn, Away's Data & Analytics Manager. Jayne works closely with the CX team to optimize workflows, help them be as responsive to the community as they can, as well as, uncover insights and data that might help determine what they should do next.

Before moving to Kustomer, Away team members were constantly switching between tabs and systems for the information they needed. Now, all information the team needs is in the customer timeline, which allows them to expedite their ability to answer questions from customers and deliver best-in-class customer experience.

The Away team takes full advantage of one platform feature in particular — search. With search, teams can create groupings of customers to manage using precise search criteria including transactions, events or conversations, enabling you to respond to customers more efficiently. Every company uses search in a way that works best for them, and Away was no different.

Let's Chat

For more information about the Kustomer platform, contact us by visiting [Kustomer.com](https://kustomer.com) or call **(212) 497-1188**.



Kustomer's search feature empowers our team to work more efficiently when tackling the inbox each day because we're able to optimize to our team member's strengths."

Jayne Flynn,
Data & Analytics, Away

