

Rainbow

Transforming Customer Service Weeks Before Holiday Shopping



The Challenge

In the rush to accommodate the growth in online shopping, top retailers have made bold decisions. One of the brands at the forefront is Rainbow Shops, a billion dollar fashion retailer with more than 12,000 employees worldwide. Leaders at Rainbow made the call to replace their helpdesk software just weeks before peak holiday shopping season. The company's e-commerce business was thriving and that meant an increase in customer requests for the staff of 20 customer service agents.





Rainbow Shops' customer service centers are an integral part of their business, servicing its e-commerce channel and more than 1,000 stores with a staff of just 20 agents. These agents, who are the lifeblood of Rainbow customer service, were reporting difficulties obtaining access to customer insights, trapped in siloed data stores and disjointed systems. They couldn't see vital information like the customer profile, their order history, order status, refunds, and other details. What's more, the costs of extending their legacy software, Salesforce Service Cloud, were becoming a growing burden.





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Michael Hoffman, Director of E-Commerce & Customer Service, Rainbow Shops

Company Profile

-  **Customer Since:** 2020
-  **Number of Users:** 25
-  **Switched From:** Salesforce
-  **Favorite Features:** Unified Customer View, Intelligent Routing

Success

-  **Reduced Call Abandonment Rate by 60%**
-  **Improved Agent Satisfaction and Productivity**

The Results

Rainbow decided to modernize their customer service experience by replacing Salesforce Service Cloud with the Kustomer omnichannel customer service CRM. If all went according to plan, the company would be able to provide customer service agents with an integrated view of the customer, operational efficiencies, and a faster, more seamless customer experience across channels — all in time for the holiday rush.

Seamless, Efficient Customer Experience

As peak holiday shopping season closed in, Rainbow Shops kicked off the migration to Kustomer. Rainbow's Director of E-Commerce, Michael Hoffman, knew and trusted the Kustomer team and platform, so there was a level of confidence the project would prevail. And Michael's trust was rewarded. Within three weeks of the project kickoff meeting, the Kustomer platform was operational, and the team at Rainbow recorded a 60% reduction in call abandonment rates.

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Happy Agents, Happy Customers

The new, more modern Kustomer CRM gave Rainbow agents just what they had been asking for. They could now serve customers faster than ever before with access to a new unified, timeline-based view of the customer history. That made for a significant boost in both agent and customer satisfaction.

"For years, I've been looking for a solution that provides the closest possible 360-degree view of our customers, but I struggled to find the best fit until now," said Hoffman.



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Michael Hoffman

Director of E-Commerce & Customer Service,
Rainbow Shops

Seamless, Easy Integration

Rainbow also found it easy to tightly integrate Kustomer with its existing technology ecosystem, helping the company simplify its contact center operations. Unlike their prior help desk software which required countless consultants and heavy integration needs, Kustomer provided a unified experience and built-in integrations that streamlined Rainbow's customer service infrastructure.

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What's Next

It's no surprise that Rainbow would like more channels to connect with more customers. Next, Rainbow Shops plans to add more workflow automation solutions including chatbots and customer self-service capabilities to help the company scale.

About Rainbow

Rainbow is a national fashion retailer with over 1,000 locations and 12,000 employees in the United States, Puerto Rico and the US Virgin Islands. Rainbow offers a wide selection of women's, juniors, plus size, and children's clothing, as well as shoes and accessories. Headquartered in Brooklyn, NY, Rainbow has been the final say in affordable style since 1935.

Let's Chat

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

