

Case Study

A Perfect Fit: How SPANX® Transformed Customer Experience with UJET



Customer

Spanx, LLC

Web Site

www.spanx.com

Industry

Retail | E-Commerce

Geography

North America

Company Size

400+

UJET Feature Highlighted

UJET Interactive Voice Response (IVR)

SPANX: Empowering Women with Confidence, Comfort, and Innovation

SPANX® is a brand built for women, by women, with a mission to redefine comfort, confidence, and innovation. Known for delivering results-driven solutions, SPANX continuously evolves to meet the needs of its customers while maintaining an unwavering commitment to quality and service. More than just a shapewear company, SPANX is dedicated to empowering women, thinking forward, and giving back—creating a future where confidence knows no limits.

Just as SPANX products provide a smooth foundation for women everywhere, the company sought a contact center solution that could deliver a seamless, efficient experience for its customers. Facing the challenge of adapting its technology to an evolving business landscape, SPANX partnered with UJET to modernize its customer service operations. UJET has been instrumental in maintaining SPANX's high standards of operational efficiency, and business continuity. The biggest advantage of working with UJET is its stability as a platform, ensuring SPANX can consistently provide exceptional service at every touchpoint. By leveraging UJET's agile contact center technology, SPANX has enhanced customer interactions, streamlined support, and reinforced its commitment to delivering outstanding experiences.

"UJET helps my team sleep at night, knowing we don't have to mitigate constant issues or downtime."

Kylah Field

Vice President Global Customer Experience & Insights,
Spanx, LLC

The Challenge: Adapting with Agility and Seamless Integration

During its transition to a new Business Process Outsourcer (BPO), SPANX encountered a critical challenge: its existing telephony system lacked the agility needed to keep pace with evolving business demands. Seamless CRM integration was essential, yet the rigid nature of the current technology made real-time updates difficult, slowing down operations and limiting the ability to optimize customer interactions efficiently.

The lack of agility in SPANX's telephony system had a direct and detrimental impact on operational efficiency. The inability to swiftly update the Interactive Voice Response (IVR) system created a slow and cumbersome process, preventing the company from delivering the best possible customer experience. This inefficiency not only delayed response times but also restricted the ability to optimize operations in real time, limiting SPANX's capacity to meet the dynamic needs of its customers.

The challenges weren't just technical—they were felt in every interaction. Customer service operations were hindered, and agent productivity suffered due to the rigid technology. To maintain its commitment to exceptional service, SPANX needed a modern, flexible telephony solution that empowered its team with self-service capabilities, real-time adaptability, and streamlined integration. The company sought a scalable platform that would not only support its immediate needs but also provide the agility required for long-term growth in an ever-changing business landscape.

Why SPANX Chose UJET: The Perfect Fit for Agility and Flexibility

Before selecting UJET, SPANX explored several VoIP and telephony solutions but found that none offered the level of flexibility and control the company needed. The team required a solution that could adapt quickly to their evolving business needs and allow for real-time updates. UJET stood out as the best option because its cloud-based platform enabled instant IVR adjustments, eliminating the delays and inefficiencies that had previously hampered operations.

Unlike other providers, UJET's real-time configurability empowered SPANX to make immediate changes to the IVR system without relying on external support, streamlining customer service processes and enhancing the overall experience. This flexibility was essential for a dynamic business like SPANX, ensuring that they could respond quickly to customer needs and maintain the agility required for growth.



Seamless Integration and Enhanced Customer Engagement with UJET

The implementation of UJET was seamless and exceeded expectations, providing SPANX with a stable and reliable platform that integrated smoothly into the company's operations. A standout feature that significantly improved SPANX's customer engagement strategy was queue-level hold messaging. Given the global reach of SPANX, it was essential to deliver tailored messages to customers based on their region while they waited on hold. UJET's ability to customize these messages provided a personalized experience, allowing SPANX to effectively market different products to diverse audiences across multiple countries while complying with customers' marketing preferences.

Beyond the hold messaging, UJET's intuitive self-service capabilities empowered the SPANX team to easily manage and optimize customer interactions. This flexibility helped streamline operations and ensure that the brand could stay agile, making adjustments to IVR settings and other features in real time. With seamless CRM integration, UJET also allowed SPANX to maintain a unified view of customer interactions, boosting operational efficiency and enhancing the overall brand experience. The transition to UJET truly empowered SPANX to deliver a more personalized, effective, and efficient customer experience on their voice channel.



UJET: Transforming Efficiency and Customer Satisfaction at SPANX

Since implementing UJET, SPANX has seen remarkable improvements in efficiency, and overall business operations. The most significant benefits include:

- **Increased Efficiency:** With UJET's ability to make real-time self-service changes, SPANX has streamlined its processes, reducing downtime and boosting agent productivity. This flexibility has allowed the team to be more agile, responding to changing needs without delays.
- **Improved Customer Experience:** UJET's customizable queue-level hold messaging has enabled SPANX to create a more personalized customer experience. By tailoring messages based on customer location, SPANX enhances engagement and delivers relevant content while customers are on hold, ensuring every interaction is meaningful.
- **Operational Stability:** Over the past four years, UJET has provided SPANX with a reliable platform that ensures minimal disruptions to their business operations. This consistency has allowed SPANX to maintain seamless communication with customers, empowering their customer service teams to focus on delivering exceptional support without the worry of system failures.

Additionally, UJET's seamless CRM integration and real-time IVR management have further optimized the customer experience. The integration of relationship management information gives agents a unified view, allowing for more tailored interactions. UJET's intuitive interface allows SPANX to adapt quickly to customer demands, ensuring that the company can continuously meet the evolving needs of its diverse international customer base.

UJET has been an essential driver of SPANX's operational success, offering increased efficiency, enhanced customer engagement, and unparalleled reliability, while ensuring that their teams can focus on what truly matters: delivering an outstanding customer experience.

The UJET Partnership: Empowering SPANX with Agility, Reliability, and Exceptional Customer Service

UJET has been instrumental in helping SPANX navigate a key transition while enhancing its contact center operations. With its real-time adaptability, stability, and customer-first approach, UJET has empowered SPANX to deliver exceptional service while keeping up with the evolving demands of its business. Its flexibility allows SPANX to stay agile and meet customer needs efficiently.

By partnering with UJET, SPANX transitioned to a customer-focused, agile solution that adapts quickly to business needs. This has enabled their team to provide high-quality, efficient service while maintaining operational effectiveness. The collaboration with UJET helped SPANX overcome technological limitations, improving operational efficiency and customer satisfaction. Just as SPANX empowers women, UJET empowers businesses to deliver exceptional customer service.

UJET also gave SPANX the flexibility and control to scale its operations effortlessly. Whether eliminating inefficiencies, optimizing customer interactions, or future-proofing technology, UJET is the ultimate solution for fast-growing businesses.

With its cloud-native platform, UJET ensures businesses can evolve seamlessly, enabling real-time adjustments and seamless CRM integrations without the typical technology barriers.

Ready to elevate your contact center experience? **Discover how UJET can help your business deliver unparalleled customer satisfaction.**

SPANX®

For More Information:



About SPANX

Our Purpose: Elevating Women

SPANX® is a brand for women, by women. We obsess over comfort, deliver results and ensure you look as good as you feel. We think forward, and give back. We believe women can do anything. And together, we believe we will make the world a better place.