Case study

Around-the-clock multilingual support for Daniel Wellington

The story of how a leading fashion retailer used Unbabel to scale their customer support while boosting CSAT.
Meet Daniel Wellington

Daniel Wellington is a Swedish watch company, known for its sleek designs, interchangeable NATO straps, and mid-price positioning. Founded in Stockholm, Sweden, in 2011, by February 2017, the venture had been crowned the fastest growing business in Europe, with growth exceeding 4,500% over three years.

The company has a strong e-commerce presence, including a committed global following on social media, with over 3 million followers on Instagram. It also boasts a mature reseller network in stores across the world, in partnership with flagship retail brands.

**Key figures**
- Founded in 2011, in Stockholm
- > 4,500% growth over 3 years
- Estimated value of $200 million
- Presence in over 25 countries
- +3 million followers on Instagram
The challenge: scaling omnichannel support

Exponential growth such as Daniel Wellington’s is amazing, but presents a wide range of challenges for any business. Many areas of the company have had to very rapidly scale their operations to keep up with increasing demand, and customer service has been a major part of that.

However, the business has never had any of the legacy challenges experienced by older companies that have had to rip-and-replace traditional customer support systems in order to meet the ever increasing demands of today’s customers, who want service on any channel, and want it fast.

At Daniel Wellington, support has been “designed in” from the outset. The company’s policy has always been to see service as part of a coordinated and seamless customer experience, along with marketing, e-commerce, and social commerce. After all, a business that leverages social media to sell should be equally capable of serving customers across multiple channels. It’s a fundamental part of the brand promise.

Randolph Heyrowsky, Daniel Wellington’s Head of Customer Service, has a clear task: to honor that brand promise while the business continues to grow at breakneck speed. Fortunately, he has access to technology to optimize and measure the quality of every interaction and drive down costs without sacrificing engagement.
Building a best-in-class CS function

Heyrowsky approached his task with two clear strategic priorities:

- **Connect with the business:** Work closely with other departments to identify potential problems before they become crises, and develop sustainable solutions based on customer experience and business impact.

- **Develop a metrics suite:** Refine the KPIs that represent both customer and brand expectations (in the case of Daniel Wellington, these are CSAT scoring, first reply, issue resolution time and, of course, Net Promoter Score).

Heyrowsky realized that despite having dozens of agents spread across offices in Stockholm, Shenzhen, New York City, and Los Angeles, there would always be gaps in language coverage. This is a major problem for a company that seeks to communicate with every customer, on every channel, in their preferred language.

This sparked the search for a technological solution to deliver a consistent customer experience in high-volume languages (which can overwhelm even robust in-house support), as well as in low-volume languages, which are too costly to staff full-time.

**Unbabel Tickets was the perfect solution to allow Daniel Wellington to activate service in near real-time** to match fluctuating language demand. Daniel Wellington’s customer service team uses Zendesk to manage customer interactions, which meant that they could easily deploy our native integration and work across languages without changing their workflow.

In addition to streamlining Daniel Wellington’s CS workflow, Unbabel brings a sense of security to the translation process, thanks to robust human and machine translation resources, including:

- A client-specific dictionary ensuring that product names are correct in every language

- AI Quality Estimation

- A self-learning AI language engine that constantly improves translations

- Optimized human review

**Unbabel Tickets has given Heyrowsky a turnkey solution to scale up the customer service operation as the business grows, without facing a comparable increase in costs of delivery** — or risk the reputational damage that a brand can incur when its service function fails to keep up.
No problem, low-volume languages

Deploying Unbabel was simple. “You know what, I can't even remember because it was so quick!” Heyrowsky remembers.

“It's very easy to get up and running and Unbabel’s customer success team couldn’t have been more helpful in making sure everything was calibrated perfectly.”

In markets where Daniel Wellington has dedicated native speaking agents, they cover territories by language and Unbabel is on hand to assist with peak loads. Meanwhile, a ten person-strong “Other Markets” support team covers all the other languages required using Unbabel for Zendesk Support.

There are rare languages that barely ever come up and would never make a visible dent in the company’s CSATs or profits if they were unsupported. But where Unbabel really delivers is in supporting the low-volume languages that are too costly to support natively, but still widely spoken enough to deserve attention. For a global brand like Daniel Wellington, that’s an increasing list of languages like Portuguese, Italian, Polish, Russian, Indonesian, and Thai.
Heyrowsky continues: “There’s a strong feeling that the overall experience is far better for so many of our customers, and that’s also backed up by a substantial increase in customer satisfaction and customer satisfaction response rates. In fact, we’ve seen average CSAT scores rise from 89% to 92%, and CSAT response rates more than double from 9% to 21% since we rolled out Unbabel.” Impressive numbers to be sure, and they have a much bigger impact on the business overall:

“And of course that translates to an increased likelihood to purchase or refer other customers. We want to be a brand that can be anywhere, and help you in any way you want to be serviced. Unbabel helps us keep our customers happy.”

— Randolph Heyrowsky, Head of Customer Service

### Key Learnings

Modern retailers have mastered the art of selling on social media — this sets the expectation that they can also deliver support on multiple channels.

High-growth on a global stage will invariably stretch your in-house customer service function. Flexibility and scalability is a key attribute of any bought-in assistance.

Unbabel’s Customer Service Solution is particularly valuable for the long tail of languages that global companies need to support, but can’t justify the cost of 24/7 coverage for.

### The Unbabel Effect:

- **92% CSAT**
  - 3% increase in CSAT (89% to 92%)

- **2X Response volume**
  - CSAT response rates from 9% to 21%

- **Better experience**
  - Increased success in long-tail markets
At Unbabel, we believe language shouldn't stand in the way of relationships. Learn more about how we help you serve customers in any language, with fast, fully integrated translations of the content powering your support operations:

https://unbabel.com/customer-service/