



WhatsApp Customer Support- Laundry Chain

US-based leading dry-cleaning and laundry chain enables customer support
with WhatsApp customer support business API

Success Story

After introducing a WhatsApp-enabled chatbot

88%

Decrease in wait time
for customer reply

95%

Customer inquiries
resolved through
WhatsApp

97%

Reduction in time to
answer customers'
query

Their Story

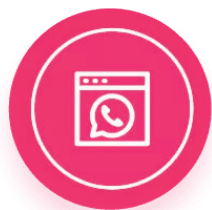
Our client is a US-based leading dry-cleaning and laundering service provider offering quality garment care and washing services in the East Coast with their 350 franchisee stores.

Their Challenges

In the absence of a centralized system, the franchise owner receives filtered customer grievances, feedback, and suggestion for improvement from their staff. our client the franchisor was also completely missing the insight on how their franchisee stores are responding and resolving to the customer’s query.



Missing direct
customer
interaction



Store owner’s time
involved in answering the
customer queries



Long waiting to get the response
even on a simple and frequently
asked question like the status of their
laundry service and pick up

Their Goal

They aimed to optimize and streamline their customer support because on an average each store receives 20 customers' phone calls per day that makes 210,000 calls /month across all stores.

Their Solution

Softude was sure that the WhatsApp chatbot could resolve this issue and therefore proposed a conversational WhatsApp chatbot to the client.

WhatsApp bots simplified the whole process:

- The bot enabled direct interactions with all the customers
- Customer's suggestions and feedback on the store is received directly.
- Customers get quick answers to their FAQ without waiting time
- Order status, payment due, pick-up and drop time notifications are sent through WhatsApp instantly on the transaction.

The solution isn't limited to chat, and it built with integrated CRM. One of the features of CRM is a ticketing system where queries that are not auto responded by the bot are saved to be resolved by the customer support team.



Their Success

Achieved a fast and effective way to offer help—without interrupting customer experience.

24x7 availability, personalized messaging, instant, and relevant reply to the customer creates a personal connection with customers who are looking for support.

- 88% decrease in wait time for customer reply
- 95% of incoming customer inquiries resolved through WhatsApp
- CRM and ticket system ensures responding to each customer's queries
- The client focus and spend time to resolve the specific question, query, inquiry or grievance of the customer
- 97% reduction in time to answer the customers' query by the store owner

About Us

Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. Softude is dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 30+ countries are engaging audiences in-venue, on the web, and personal mobile devices. With a highly competent and trusted team of 425+ members, Softude delivers digital brilliance that accelerates the digital-first journey of brands.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015 and a Great Place to Work For certified company.

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