



SUCCESS STORY



Chat-driven success: How Styli effectively engages with their Gen-Z customers with Freshchat + WhatsApp



In the blink of an eye, Gen Z—loosely, people born from 1995 to 2010—have surpassed Millennials as the youngest and the most influential consumer demographic. And with them comes the need for companies to adapt to the sensibilities of the true digital natives.

In the competitive world of e-commerce, how can an online fashion business with a predominantly Gen-Z customer base not only survive but thrive? **Rana Abdelrazik**, Customer Experience Manager at Styli, has the answer: **"We make fast and unparalleled customer service our top priority."**

Building stronger customer relationships with 45% less work

To deliver unparalleled customer service, Styli focuses on connecting with its customers through their preferred channel - WhatsApp. Styli uses Freshdesk (customer service software) and Freshchat (customer messaging software) to organize, prioritize, and respond to customer queries via email, WhatsApp, and Instagram ([Instagram + Freshdesk integration app from the Freshworks Marketplace](#)) from a single platform.

85% of Styli's customer interactions occur on WhatsApp, thanks to its largely teen customer base that demands swift answers. Utilizing the WhatsApp chatbot for Freshchat, they address 45% of incoming inquiries, freeing the team to focus on more complex issues.

About Styli:

Styli is a Saudi Arabian e-commerce platform targeting young customers aged 18-32. They offer a wide range of collections, including clothing, footwear, makeup, fragrances, and more.

Products used:

- Freshdesk
- Freshchat

60%

of chatbot users are between 13 and 19 years old, making customer service chatbots well suited for Gen Z-ers.

Source : Kik

This approach has helped team Styli to answer support queries 42% faster, delivering a seamless and efficient customer experience.



Our average resolution time used to be 26 minutes, but currently, with the use of WhatsApp bots for Freshchat, it has decreased to 15 minutes. Our NPS scores are also positive, with an increase in the percentage of customers selecting customer service as the most satisfying aspect of the service.



Rana Abdelrazik

Customer Experience Manager, Styli

However, Rana and her team understand that communication is a two-way street. Apart from answering customer questions, the team also proactively engages with customers with order-related information and ongoing offers through WhatsApp.

Hitting the sweet spot where efficiency meets convenience in customer service

Styli's customer service strategy revolves around convenience and efficiency, making automation rules a critical component of their approach. With [Advanced Automations](#), a free app from the Freshworks Marketplace, that classifies incoming tickets based on language and channel, Styli can quickly assign conversations to the most appropriate agents/groups.

Automation rules were also set up in Freshdesk for automatically closing spam tickets and proactively requesting customer feedback after resolution. These measures quickly added up to improved customer service efficiency, service quality, and an increase in the team's productivity.

The best part? Rana doesn't find the process complicated at all. She says, *"Even if you lack a technical background, using Freshdesk is a piece of cake. You can implement any automation without writing any complicated code."*

Results:



45%
of customer queries
handled by bots



42%
drop in time taken to
resolve queries



Improved productivity
through automation

Growing loyalty, one interaction at a time: Styli's triumph with Freshworks

In the highly competitive fashion industry, Freshworks has helped Styli to start its customer service on the right foot by enabling the business to provide a seamless and personalized customer experience. This has resulted in increased customer satisfaction, loyalty, and retention. According to Rana, their customers are happier than before as the business is seeing steady growth in the percentage of repeat customers, which is a clear indicator of stellar customer service.

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Next step, we aim to consolidate all customer information in one place and give customers a comprehensive view of all their complaints and updates. Freshworks already has all the features we need for this, and we're optimistic about our future with Freshworks! - says Rana.



Menon Unnikrishnan, General Manager of Styli signing an agreement to support the Children with Disability Association (CDA) with donations and clothes during the holy month of Ramadan.

We're always there to help you with your queries.
If in doubt, feel free to reach out to us at support@freshdesk.com



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