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your  surprise



Customer story

Your Surprise: Personal Service in 23 Countries.

your surprise

Founded in a small city in the Netherlands but active worldwide, YourSurprise has become the preferred brand for personalized gifts with photos and text in B2C and B2B. With its endless possibilities and fast delivery, adequate customer service is an inextricable part of the total experience.

Spreading Happiness

“Our ambition is to spread happiness all over the world. Whoever creates a personalized gift creates a piece of happiness,” said Kirsten Bravenboer, Customer Service Team Lead at YourSurprise. “The company has existed for 16 years now and operates intentionally from Zierikzee. This is where YourSurprise started and where we produce all gifts - from printed mugs and aprons to food, puzzles, or seasonal products - ‘in-house’. We believe strongly in staying true to our roots, but our ambitions continue to grow. We are now active in the Benelux, Europe, and even beyond. This growth has increased the importance of fast and friendly customer service.”

Proactive and Personal

YourSurprise chose to work with [Mobile Service Cloud](#) as customer service software to achieve this. This way, the team can communicate with customers via all channels within one central tool. No matter if it's via phone or live chat, social media, or WhatsApp.

“Almost three-quarters of customer contact takes place in the pre-sale phase. We sometimes literally help select the right gift. Those conversations are very personal. Not surprisingly, we want to be as approachable as possible,” says Kirsten. “As such, our contact information is not hidden on our website but prominently displayed.” Customers are also, where possible, approached in a proactive and personal manner; the agents adopt the attitude of private gift helper. The web widget features a photo of the agent, creating a connection immediately. We also pay close attention to current life events to optimize the customer experience. “If a customer orders a gift for a certain birthday, for example, we anticipate this in the conversation. Personalization is not only embedded in our products but absolutely also in our customer service.”

YourSurprise and the Customer Service Team are continuously developing. They know how to meet the set SLA's internationally.



Founded in
2005



23
Countries



+1500
Gifts



55
Agents



70
NPS score

There is more to it than helping customers personally and proactively. Customers also expect quick responses. YourSurprise strives to provide the best experience: personal, proactive, and fast. Even in November, one of the busiest months of the year, the customer service team responds within:



32 sec
Live Chat



50 min
WhatsApp



6.5 hours
E-mail

Improved Customer Appreciation

Transparency is essential in customer contact. Customer service goes beyond helping customers to make a choice and dealing with any complaints afterward. The 55 agents at YourSurprise remain involved throughout the customer journey. “We contact customers personally if an order has been delayed either in our production process or during transport. Openness and honesty are key in our customer contact,” Kirsten explains.

Customers appreciate the commitment and transparency. The agents often receive compliments on the excellent service. Moreover, research among customers worldwide has shown an NPS score of 70. A perfect score for global standards with which YourSurprise is satisfied but still sees room for improvement.

“With the optimizations of our customer service, we expect to improve the NPS score to 75 next year.”

- Kirsten Bravenboer



More Revenue as a Result of Good Service

Customer engagement is paying off for YourSurprise. “We see the role of agents slowly shifting to sales support. Our agents are becoming better at guiding customers throughout their journey. In situations where products cannot be delivered, agents steer towards replacement instead of cancellation, preventing order loss and turnover loss while the customer is still well served.”

In Mobile Service Cloud, a sale can be linked to a conversation and assigned to an agent. ‘Win Messages’ notify an agent that the customer they helped has placed an order. At YourSurprise, they include service contribution to sales in the monthly statistics meeting.

Sensing Culture

The 55 customer service agents are divided into teams to adapt service to the needs and preferences of consumers in 23 countries. Each team has its focus area:

- B2B
- Dutch-speaking customers
- German & French-speaking regions
- All other countries

Within team four, they speak English and Italian, Spanish, Portuguese, and Finnish. “By native speakers,” adds Kirsten. “That’s the only way we can closely match the wishes and needs of customers from those specific countries and cultures. In some countries, you can be more casual in your communication than in others. You have to sense that.”

Service via the Preferred Channels

As soon as a country’s customers base grows large enough, we search for a native speaker. We also pay close attention to which means of communication work best in a particular region. For example, the German team has proportionately more incoming calls than the French team, where, for example - just as for the Dutch-speaking market - WhatsApp is preferred.

“It’s essential to us that all communication, whether it’s by phone, e-mail, chat, social media or WhatsApp, is managed from one central source.”

Kirsten Bravenboer, Customer Service Team Lead
YourSurprise

“We use Mobile Service Cloud for all communication, linked to our CRM system where we collect all customer information. Thanks to logging everything, no one can miss anything about a customer. All channels are complementary to each other, so we need to leverage them broadly and be consistent in our customer contact.”



Staying Accessible

YourSurprise is continuously optimizing customer contact but now focuses primarily on healthily managing the (international) growth. “Of course, we keep a close eye on our KPIs. These are measured automatically in Mobile Service Cloud, which is very convenient. We also regularly ask our agents for feedback. How are they using the software? How can the process become even more efficient? What do they think of how YourSurprise has set up the communication process?”

Especially now that we are growing internationally, we need to think carefully about how we can remain accessible and offer every customer a good customer service experience. With CM.com, we have the right partner to discuss and collaborate in our international growth.”

Personal Contact vs. Chatbots

YourSurprise has several peak moments per year. The available agents work as efficiently as possible, and they scale up where necessary. Eventually, this will no longer be sufficient.

Together with CM.com, YourSurprise is exploring the possibilities. “We have always said that our customer service must remain personal. Contact with the customer is at the heart of our business. And chatbots? We always had our doubts. We set high standards for software. It must be perfect; without losing the personal touch. That is why we also require a seamless handover from a chatbot to a live agent to ensure a personal conversation. Personal customer contact remains an important cornerstone of our business. We want to ensure this at all times.”

YourSurprise has chosen [Conversational AI Cloud](#) to efficiently scale its customer service while ensuring personal contact and quality. When implementing this software, they will combine the chatbot with live communication.

Want to know more about the success of YourSurprise, or discuss the possibilities to improve your customer service? Our experts are ready to discuss your ambitions.

Customer Service Solutions

Contact Us



CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communications and payments platform empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers and increase customer happiness.

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