

## How a Women's Fashion Brand Cut Response Times by 80%

A real-world case study in speed, brand voice, and customer satisfaction

**< 3 Hours**

FIRST RESPONSE TIME

was 15 hours

**< 4 Hours**

FULL RESOLUTION TIME

was 16 hours

**98%**

CUSTOMER SATISFACTION

was 96%

### THE CLIENT

A purpose-driven women's clothing brand with a mission to support women and the environment. Their products had purpose, heart, and a loyal community — but their customer service wasn't keeping pace.

### THE PROBLEM

Before partnering with HelpFlow, customers were left waiting far too long for help — and for a brand built on trust and community, that gap was quietly doing damage.

Customers waited up to 15 hours for a first reply

Full ticket resolution stretched to 16 hours on average

Satisfaction was at 96% — respectable, but not good enough for a care-first brand

### WHAT WE DID

**01 We Adapted to Their Brand Voice**  
Every great brand has a voice — this one was warm, empowering, and human. Our team quickly adapted to match it, so every customer interaction felt consistent and true to the brand.

**02 We Built Systems That Work**  
We set up smart automations, organized tagging, and built efficient macros so agents could resolve common issues fast — without sacrificing quality or warmth.

### THE RESULTS

Metric	Before	After
First Response Time	15 Hours	< 3 hours
Full Resolution Time	16 Hours	< 4 hours
Customer Satisfaction	96%	98%

### WHAT CUSTOMERS SAID

*"Absolutely delightful, prompt, professional, helpful, knowledgeable and courteous. Customer service at its best!"*

*"Great support! Quick, kind reply and had the issue fixed immediately! Thank you so much :)"*

### THE KEY TAKEAWAY

**Great ecommerce customer service isn't just about speed — it's about making every customer feel heard, understood, and valued.**

When you combine process efficiency with authentic brand voice, satisfaction doesn't just improve. It compounds.