

# Urban Outfitters Customer Support Relies on [24]7 Agent Services™ to Flourish in Time of COVID

And the relationship continues to grow

## ORGANIZATION

Urban Outfitters is a lifestyle retailer delivering a unique combination of product, creativity, and cultural understanding

## [24]7.ai SERVICES

[\[24\]7 Agent Services](#)

## CX ENVIRONMENT

- [24]7.ai agents stepped in to supplement customer service for the Urban Outfitters, Anthropologie, BHLDN, Free People, Terrain, and FP Movement family
- These premium brands maintain high standards for providing exceptional customer experience

## CHALLENGES

- 350 in-house agents suddenly affected by the global pandemic which shut down contact center facilities
- Not all employees had the ability or desire to work from home 100% of the time
- Online business doubled, but logistics challenges strained the load on customer service

## RESULTS

- Strong referral from [24]7.ai client led to BPO Agent Services trial within weeks of introduction
- [24]7 Agent Services workforce grew from 25 initially to 220+ during holiday season
- Solid, positive VOC ratings solidified trust and a desire to expand relationship

## Urban Outfitters Places High Value on Premium Customer Experience

When the COVID-19 pandemic hit, Urban Outfitters (URBN) was managing a well-functioning in-house 350-person services team. Suddenly, all staff members had to work from home even as the company's online business soared. And just as suddenly Urban Outfitters confronted an unacceptable gap in its ability to serve customers with its usual quality and productivity standards.

[24]7.ai™ jumped in to help.

### Challenge—The World of Retail Changed Overnight

Urban Outfitters customers appreciate a premier shopping experience whether visiting the namesake store or Anthropologie, BHLDN, Free People, Terrain, or FP Movement. This successful retailer has a 50-year history built on unique products and engaging store designs.

Naturally, the great experience customers enjoy in stores extends to Urban Outfitters execution in online and phone customer service. But during the pandemic, Urban Outfitters, like every other retailer, experienced an extreme demand on customer support. Online business was doubling overnight, but logistics were challenged especially in the US. Customers accustomed to receiving merchandise in a few days might now wait two weeks and were wondering why.

The Urban Outfitters contact center served its American and European customers from facilities in Georgia and Pennsylvania. Their stable employee base lived close to the company campuses, and were happy to come in daily and work side by side. Then with social distancing concerns this was no longer an option; and the change happened nearly overnight.

Working as an agent from home can present challenges not everyone is ready or able to deal with. Quality and productivity of service levels became a concern.

### The Goal—Continue to Deliver the Great Service Customers Expect

URBN looked for options to resolve the concern. The company knew exactly how to articulate the kind of expertise required, but because its previous experience with outsourcing yielded inconsistent results, it was hesitant to work with an outsourcing vendor.

“I knew exactly what kind of help we needed, the question was whether I could find a partner who could deliver to our standards. I’m selective.

The [24]7.ai team came to our rescue in a tough situation, and performed beautifully. I’m glad I found them.”

—**BRYAN WHITNEY**, Director of Contact Center Operations for Urban Outfitters, Anthropologie, BHLDN, Free People, Terrain and FP Movement

URBN boasts a  
**+90% VOC**  
Satisfaction Rating

## How Fast Can We Get Going?

Urban Outfitters found itself in a particularly tight spot when it became harder to recruit and retain employees to staff the domestic contact centers. So, they tapped their network for advice. How could they avoid the disappointing results of previous outsourcing experiences?

They met with numerous outsourcers and referrals. One was a current [24]7.ai client who gave a glowing reference on [24]7.ai and our capabilities. Once the introduction was made to Karthik Sridharan, a [24]7.ai customer success director, the wheels began to turn quickly.

As Karthik reports, “URBN has very experienced, successful customer experience pros and knew exactly what they wanted from us. Our conversations were very straightforward, and we didn’t need to waste time. Within a couple meetings, we got busy charting out the details of our relationship.”

And Bryan Whitney, URBN Director of Contact Center Operations agrees: “Once we laid out our goals and agreed on a plan, I asked, how quickly can we start? We had agreements signed and agents trained in three weeks.”

## Results—High Standards, Indeed!

[24]7.ai quickly trained 25 agents to assist with chats and answering customer emails. This small team in India steadily grew to 220+ agents during the holiday peak, all working from home. We demonstrated that our recruitment, training, supervision, security and technical requirements can be counted on to deliver to top-notch expectations – even with agents working remotely.

[24]7.ai is now handling about 95 percent of Urban Outfitters’ digital traffic.

Urban Outfitters has extremely high standards for its customer interactions. The company pays close attention to the voice of the customer (VOC) where it typically achieves a strong rating. If the company sees an isolated low score, it pinpoints the cause immediately to make adjustments.

Bryan shares that the VOC benchmarks for [24]7.ai agents regularly meet the same standards as that of the internal team, and the healthy competition is fun for everyone to track each week.

## Fast-Forward to a Solid Partnership

[24]7.ai and the Urban Outfitters family continue to expand our relationship with a planned SMS program. We’ve proven the strength of our Agent Services team to deliver top-notch results, regardless of a pandemic that temporarily shut down the world.

## Contact us

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## About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world’s largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: [www.247.ai](http://www.247.ai)