



Client Overview

In the vibrant city of Cairo, Egypt, iSON Xperiences is delighted to join forces with SHEIN, a prominent global e-commerce giant at the forefront of the fashion industry. Since its establishment in 2008, SHEIN has been a trailblazer in online retail, specializing in fast fashion and trendy attire. Our collaboration, initiated in August 2021, marks a significant moment in SHEIN's commitment to elevating customer satisfaction and support services. Positioned as a leader in e-commerce innovation, SHEIN's partnership with iSON Xperiences highlights a shared dedication to excellence and a forward-thinking approach in meeting the ever-changing demands of the global consumer market.



Situation Analysis/Background

Founded in 2008, SHEIN has rapidly become a global e-commerce powerhouse, revolutionizing fast fashion retail. Headquartered in China, SHEIN disrupted traditional retail models by offering affordable and trendy apparel through its online platform. By 2022, SHEIN had become one of the largest online fashion retailers globally, catering to millions of active users across numerous countries.

Key Challenges



Meeting High Customer Expectations

SHEIN faced the challenge of satisfying the high expectations of its global customer base, ensuring a seamless and gratifying shopping experience.



Quality Control Across Geographies

Operating internationally required SHEIN to maintain consistent service quality across diverse markets, adapting to varying customer preferences and expectations.



Scaling Support Services Rapidly

With rapid growth, scaling customer support services to meet increasing demands and provide swift responses became a priority.

Solution Provided

iSON Xperiences implemented non-voice services for SHEIN Germany, deploying 60 dedicated agents to enhance customer support. This initiative aimed at swiftly resolving issues and boosting overall customer satisfaction within SHEIN's German user base. Future expansion plans include extending non-voice support to other languages.



Results Achieved



Service Level (SL)

Exceeding the targeted SL of 98%, our team achieved an outstanding **99.80%**, showcasing an unwavering commitment to timely and efficient customer service.



Quality Assurance (QA)

Surpassing the established goal of 92%, our team achieved an exceptional QA score of **96%**, reflecting our dedication to maintaining high operational standards.



Customer Satisfaction (C-SAT)

Achieving an exceptional **96%** in customer satisfaction, our team surpassed the targeted goal of 94%, highlighting our commitment to delivering a superior customer experience.

These results underscore iSON Xperiences' effectiveness in exceeding expectations and solidifying our reputation for excellence in customer support.



At iSON Xperiences, we orchestrate exceptional customer experiences through our digitally-led and data-driven approach, redefining the standard for enterprise solutions. Ranked among the top global CXM players in Africa, we provide a flexible enablement platform for businesses that need help scaling up their workforce, daily business operations, or debt collection solutions, or that want to expand their footprint in Africa. With over 18,000 employees across 19 countries, we serve 500 million global customers across Telecom, BFSI, Energy & Utilities, Government, Media & Entertainment, Aviation, Retail, E-commerce and more. For more information, visit www.isonxperiences.com

Contact us to discover how we can achieve similar results for your organisation:
hello@isonxperiences.com