SNIPES

Automates over ⅓ of German enquiries with 99% Accuracy in 6 weeks

The SNIPES customer support team can now react quickly to customer enquiries, in all the languages of their key markets, to deliver better resolutions for customers and increase overall satisfaction. With DigitalGenius on board, SNIPES are confident of scaling operations efficiently alongside the wider business' growth.

Stats

of German Enquiries Automated	Automation Accuracy	Per Month Projected Savings
36%	99%	€10K

Streetwear pioneers since 1998

With over 400 stores in Germany, Austria, Switzerland, the Netherlands, Spain, Italy, Belgium, France, Portugal and the USA SNIPES SE is one of the most successful sneaker and streetwear chain stores in Europe. Since opening its first store in Essen in 1998, SNIPES has been an integral part of the urban scene and is constantly growing thanks to regular openings.

SNIPES has attracted greats such as DJ Khaled, Wiz Khalifa, Chris Brown, Snoop Dogg and Rick Ross as faces to represent the collections of its own brand. SNIPES also sponsors the biggest urban events and festivals throughout Europe, such as splash!, Openair Frauenfeld, WooHah! Festival, and Juste Debout.

Challenge

01 SNIPES did not have an automation platform that would allow them to react quickly to unforeseen spikes in case volumes, which could be scaled efficiently and cost-effectively, and drive greater customer satisfaction.

02 SNIPES are expecting year on year growth into other markets and needed a platform that could assist with long term scalability as they expanded their territory.

03 SNIPES wanted their agents to concentrate on more personalised cases and move away from repetitive issues. They needed a solution that could be on 24/7 365 which could automate lower-value cases.

Solution

SNIPES partnered with DigitalGenius to automate customer support requests through a centralised, AI platform. During the Pilot the DigitalGenius and SNIPES teams worked closely together to quickly integrate with the existing systems; Salesforce Service Cloud, Salesforce Commerce Cloud and DHL. This resulted in increased accuracy levels to 99% and automated customer support tickets in multiple languages, most notably German.

DigitalGenius uses it's AI model to identify cases specifically related to technical queries as well as general e-commerce queries. With a dedicated solution to assisting customer support, SNIPES now has a platform that enables their team to react quickly to support tickets, supports all the languages in all their key markets and can be scaled efficiently alongside the wider business' growth.

Results

36%	99%	75%	€10K
of German Cases Automated	Automation Accuracy	Full Resolution Rate	Per Month Projected Savings

Customer Quote

SNIPES

"DigitalGenius provides us with the opportunity to stabilize our investment in customer service as we continue to grow and expand. Without DigitalGenius the cost of our customer service function would sky rocket as we expand to multiple markets and expect YoY growth in existing markets. If you are looking to automate your tickets with a partner that truly cares about your success than look no further and reach out to DigitalGenius!"

Felix Evertz

Senior Manager Retail Operations & Customer Service – SNIPES