Erstwilder + Messenger

Creating repeat customers with Facebook Messenger

THE ERSTWILDER STORY

In 2011, Australian entrepreneurs started Erstwilder. Socially focused from the start, Erstwilder's jewelry and accessory company often gathered inspiration from customers to create their products. Its artistic creations were produced in limited quantities, and each design had a unique name and a short story.

Over time, Erstwilder longed for a way to make its approach to customer service as one-to-one and personal as its approach to design. Looking for a scalable way to communicate with customers, the team tried Messenger. In less than five months, more than 50% of Erstwilder's customers chose to communicate using Messenger and this boosted an increase in post-sales conversations.

> **Messenger is so one-on-one, it makes the whole post-sales experience feel very intimate and human.**
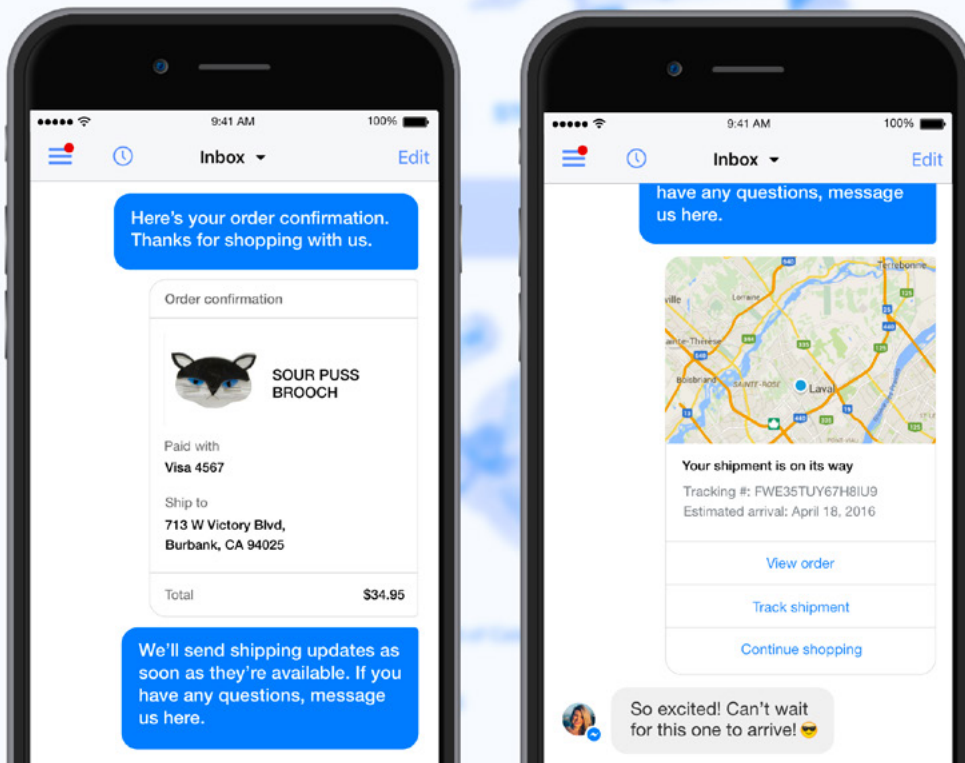
GOAL

To find a more personalized way to interact with customers, in order to strengthen customer relationships.

SOLUTION

Adding the Messenger sales channel to Shopify to deliver a personalized, convenient and mobile way to talk to customers. Specifically, enabling automatic order notifications sent to customers with shipping updates.

Thanks. So excited! My 1st purchase. 😎

Omg I love how you keep me in the loop w where my order is at via Facebook! 😘

MESSENGER HIGHLIGHTS

Increased positive customer experiences. Mistakes happen, however allowing customers to conveniently follow up with issues, Messenger created a familiar and friendly setting to resolve problems, quickly.

Created genuine conversations by putting a face to a name. With easy to see information such as order history, profile photo, and other quirky personal details, this allowed Erstwilder to better understand its customers and provide the right service.

Answering enquiries became easy for the entire team. The whole team didn't have access to Erstwilder's support email account, but everyone had admin access to Messenger, making it easy for the team to respond anytime and anywhere.

"It's a game changer. It revolutionizes our whole approach to customer service. Through the Messenger channel we're turning customers into fans, and fans into genuine friends of our label"

— Marc Abrahams, General Manager (Retail)

QUANTITATIVE RESULTS:

Prefered by customers

over **50%** of customers opted-in to receive order notifications via Messenger

Increased engagement

at least **80%** of customers replied to order notifications saying *i.e. thank you*, whereas before, few replied to email order receipts

QUALITATIVE RESULTS:

Enjoyable merchant experience

Responses from customers were fun to follow up on and increased repeat sales. Also, it was easy to manage on mobile

Improved brand reputation and service

The added human touch of Messenger helped deliver first-class and industry-leading customer service

SUMMARY:

Messenger allowed Erstwilder to strengthen its socially conscious brand, by enabling the team to resolve customer issues quickly, providing industry leading customer service. With more 💖s, 😺s, and 👍s from customers than ever, Erstwilder transformed its customer service into conversational commerce with the Messenger. **Now it's your turn!**

😎😘😄🤗😌❤️