Sobot

Challenge

Before implementing Sobot, MICHAEL KORS faced difficulties in efficiently addressing customer inquiries originating from various channels, including online and voice. Additionally, they encountered challenge when attempting to access order-related information within their customer service software.

Solution

- **Drive omnichannel engagement**

  Following the adoption of Sobot, MICHAEL KORS' agents are now able to actively engage with customers, delivering seamless and consistent omnichannel experiences across various platforms such as email, live chat, ticketing, voice, and more. This is made possible through the implementation of a unified omnichannel solution.

- **Unified CRM for sales, marketing, and support teams to maximize ROI**

  Sobot's integration of CRM and order systems has effectively dismantled silos, offering MICHAEL KORS' agents a unified source of truth that spans every stage of the customer journey. This integration ensures a comprehensive and cohesive understanding of each customer's interactions and history.

  Furthermore, MICHAEL KORS' agents leverage customer data to enhance their data warehouse by considering factors such as purchases, behavior, and preferences. They also utilize pre-built segments, such as distinguishing between new and loyal customers, identifying one-time purchases, abandoned carts, and more. This data-driven approach allows them to craft personalized messages that effectively boost conversions

83%	**95%**	**20%**
Reduction in Response Time	CSAT	Increase in Conversion Rate