

# SHEIN

SHEIN is a global e-commerce platform that focuses on fast fashion. Renowned for its affordable and fashionable apparels, SHEIN has gained popularity among Millennial and older Gen Z shoppers around the world.

## Challenge

SHEIN's customer service agents face two groups of people-- merchants and consumers. For merchants, they need to attract them to sell in the SHEIN platform, solve their regular operation problems and support their growth. For consumers, they need to receive them from various channels and provide intelligent and timely services. Therefore, SHEIN urgently needed a comprehensive and intelligent customer contact platform.

## Solution

Sobot helps SHEIN support merchants in maintenance and operation, and solve consumers' problems in a united platform, improving the convenience and quality of SHEIN's customer service.

- **Attract and maintain merchants with Sobot's all-in-one platform**

SHEIN's hunter team makes outbound calls with Sobot call center and send WhatsApp messages to attract potential merchants to enter SHEIN, thus improving the conversion rate. Also, as a BSP of Meta, Sobot helps SHEIN register WhatsApp Business account, through which SHEIN send marketing messages, campaign notifications and latest policies to boost the performance of merchants who have already entered SHEIN platform. Sobot also assists SHEIN in merchant maintenance and support, providing personalized services for merchants of different sites and levels based on the information shown in Sobot service workbench.

- **Give consumers multilingual support through various channels**

SHEIN's consumers come from various channels, including SHEIN official sites of different countries and social media like Facebook, Instagram and more. Sobot's customer contact center has integrated with over 70 social media globally, ensuring SHEIN can receive consumers from various channels in a united platform. Besides, Sobot's system supports multilingual reply, facilitating SHEIN's agents to receive global consumers. With intelligent live chat system and stable call center, SHEIN's agents manage to provide efficient and personalized services to consumers.

**14%+**

Increase in Agent Response Efficiency

**22%+**

Increase in Consumer CSAT

**26%+**

Increase in Merchant CSAT