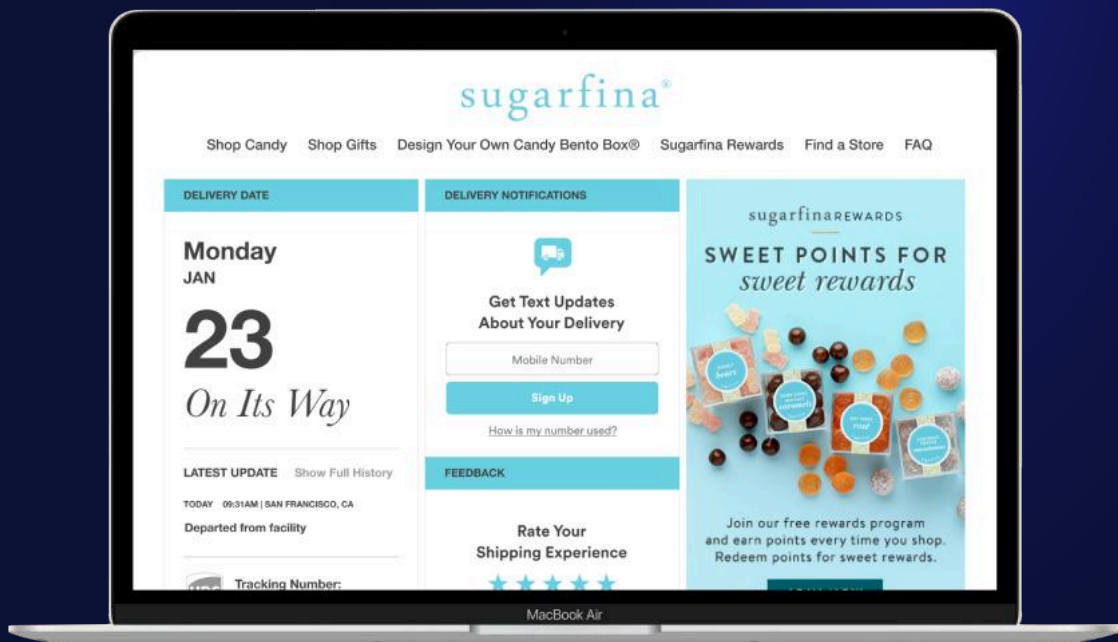


sugarfina® X  nanuar

Sugarfina reduces support calls while delivering a sweet experience

 TRACK



The world of candy and sweets isn't just kids stuff. Inspired by Willy Wonka, founders Rosie O'Neill and Josh Resnick sought to re-create the childhood joy and delight of delicious candy for adults. O'Neill and Resnick found the golden ticket with cocktail flavors, as well as with an ever-increasing lineup of holiday and event-themed treats.

Sugarfina's business skyrocketed after raising a substantial amount of funding in 2017. They knew that with this higher visibility came higher expectations, making customer experience all the more important to keeping shoppers coming back for more.

60%

reduction in calls to customer support

14%

CTR for marketing assets on tracking page

3.5

average tracking page visits

About Sugarfina:

Sugarfina operates over 50 candy boutiques for grown-ups across the U.S. and Canada. Founded in 2013, the artisan candy retailer offers their customers "gourmet sweets that are just as beautiful to look at as they are to taste."



Avoiding a crash during seasonal spikes

Despite steady sales throughout the year, the bulk of Sugarfina's business is still seasonal, with huge spikes during holidays and on Valentine's Day in particular. These swings challenge Customer Support, who are flooded with calls from customers looking for order status updates.

Crisanta German, Senior Director of Marketing, brought in Narvar. With the company's tracking solution, Sugarfina is able to provide their customers a branded page containing delivery status in real time. Customers are delighted, visiting the page an average of 3.5 times per shipment.

“By deflecting calls about order status, we were able to greatly reduce seasonal impact and probably saved having to hire 2-3 customer service reps as a result.”

“Trying to staff up to field all those shipping related inquiries was getting harder and harder as our business scaled up,” says German. “Once we started using Narvar, our ‘where is my order?’ calls dropped 60%. By deflecting calls about order status, we were able to greatly reduce seasonal impact and probably saved having to hire 2-3 customer service reps as a result.”



Expanding worldwide with a solution that scales

With more than 50 boutiques across North America and plans to go global, Sugarfina needs a scalable platform more than ever.

The branded post-purchase experience from Narvar supports their growth. Customizable areas on the tracking page allow Sugarfina to show off other products their customers might like, such as

their cereal collection or custom gifts for events like weddings or corporate client gifts. The tracking page also allows the company to promote their events and rewards program.

“Narvar has helped us tell customers more about our brand,” says German. “Some customers didn’t know we had boutiques and our tracking pages helped us spread awareness, extend our brand and bring more customers into the store.”





ABOUT NARVAR

Narvar is the #1 platform for intelligent personalization “Beyond Buy,” empowering over 1,500 of the world’s most admired brands—including Sephora, Levi’s, Sonos, Warby Parker, and LVMH—to engage consumers, deliver seamless operations, and grow their business.

Powered by IRIS™ and billions of data points, Narvar transforms the post-purchase journey by delivering personalized insights that build trust, safeguard operations, and unlock sustainable growth. From returns and exchanges to tracking, notifications, and fraud prevention, Narvar sets the standard for data-driven retail experiences.

To learn more, visit narvar.com.