



# STREAMLINING EMAIL RESOLUTION AND REFUND PROCESSING FOR A GLOBAL LIFESTYLE FASHION BRAND

**DATAMATICS**

The client is a leading global lifestyle fashion brand with a strong digital presence and a large, loyal customer base. The organization manages high volumes of customer interactions across online channels and places strong emphasis on customer satisfaction, brand perception, and repeat purchases.

## **The Challenge: Improving Response Times and Refund Efficiency**

The client faced growing customer dissatisfaction due to delays in email responses and prolonged refund processing cycles.

### **The business encountered several challenges:**

- Email response times ranging from 5–7 days, leading to poor customer experience
- Slow and manual refund processing, taking up to two weeks
- Fragmented coordination between support teams, backend operations, and external vendors
- Limited visibility into ticket status, escalations, and performance metrics
- Risk of revenue loss and reduced repeat purchases due to customer frustration

The client required a streamlined and scalable approach to improve both front-end customer communication and backend refund operations.

## **The Solution: Optimizing Email Support and Refund Workflows**

Datamatics implemented a comprehensive solution combining process optimization, automation, and performance monitoring to improve service efficiency.

### **The solution focused on the following areas:**

- Deployment of an advanced ticketing system to manage and prioritize customer emails
- Automation of ticket routing, categorization, and escalation workflows
- Improved coordination between customer support, backend teams, and external vendors
- Streamlined refund workflows to reduce manual handoffs and processing delays
- Implementation of detailed performance reporting to track resolution times and service quality

This integrated approach enabled faster responses, smoother refund processing, and improved operational visibility.

## Impact: Faster Resolution, Higher Satisfaction, and Improved Revenue Outcomes



Email resolution time reduced from 5–7 days to 48 hours



Refund processing accelerated from two weeks to 3–4 business days



Customer satisfaction score (NPS) improved from 42% to 58%



Repeat purchase rate increased from 7% to 30%

# ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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