

How mein-textiletikett.de accepts orders with Superchat

Close communication and individual advice are essential to meet the high demands of customers. Find out here how mein-textiletikett.de benefits from the Superchat messaging platform.



Unternehmen

mein-textiletikett.de is a professional partner for textile labels, care labels and much more.

Branche

E-Commerce

Standort

Hemmingen, Germany

Unternehmensgröße

10

Website

<https://mein-textiletikett.de/>

Herausforderungen

- Different log-ins for all communication channels
- High and individual demands of customers

For mein-textiletikett.de, direct communication with customers is crucial. The company prints individual textile labels, care labels and the like. In order to agree on designs, layouts and details, the employees rely on direct exchange with customers.

The company is accessible to its customers on various platforms. In addition to email and Facebook, WhatsApp and Instagram are also used. Keeping track of all communication channels, managing the individual platforms and meeting the requirements of the target group increasingly posed challenges for the mein-textiletikett.de team.

Several users answer enquiries from potential customers via several channels. There is a high risk that messages are lost and remain unanswered for a long time. On the one hand, this affects customer satisfaction, on the other hand, it affects the company's sales.



"Our labels are designed individually. To implement the wishes of our clientele, we rely on direct and efficient communication."



Diego Meier, Managing Director



WhatsApp is the most important channel for mein-textiletikett.de: Around 80 % of all enquiries are received via Messenger. Not only are questions answered via it, but photos of designs and products are also exchanged.

Even though WhatsApp Business is designed in theory for small businesses, its weaknesses quickly become apparent. WhatsApp Business can only be used via one account and one end device, which is not ideal for a business with several employees. WhatsApp Business is also not GDPR-compliant.

Accept orders directly via WhatsApp with Superchat

The company has chosen Superchat to make all customer communication more efficient. All communication channels are bundled in one platform. Customer enquiries can be answered in the team via the central access, regardless of whether the messages are received via WhatsApp, email, Facebook or Telegram.

Through the WhatsApp Business API, the company uses the messenger for customer communication in a GDPR-compliant manner. Information, photos and documents are exchanged in compliance with data protection regulations.

In addition, WhatsApp Business is no longer tied to a single end device. Via the messaging platform, several employees can access incoming messages from several devices at the same time.



"The communication with the team at Superchat is very good. The company deliberately adapts to the needs of small businesses."



Diego Meier, Managing Director



The company uses Superchat not only to answer questions from prospective customers. Orders are accepted directly from customers via WhatsApp and then entered into the system.

How mein-textiletikett.de benefits from Superchat

- One login for all communication channels: Facebook, WhatsApp, email and co. are bundled in one mailbox
- Use of WhatsApp across multiple devices and by multiple people
- No more message chaos: Efficient and clear response to incoming customer enquiries