

# Italobee shows how easy communication is with Superchat

The online shop italobee emphasises optimal customer care. Find out how the company uses Superchat's messaging platform to efficiently respond to customer messages and thereby increase sales.



## Unternehmen

The medium-sized company italobee offers a wide range of spare parts and products for Piaggio Ape.

## Branche

E-Commerce

## Standort

Klosterlechfeld, Germany

## Unternehmensgröße

12

## Website

<https://www.italobee.de/>

## Herausforderungen

- GDPR-compliant use of WhatsApp Business
- Individual support for customers before and after the purchase
- Managing multiple communication channels

The family business is a specialised dealer for Piaggio Ape spare parts. Interested customers will find a large selection of spare parts for their Piaggio Ape in the online shop. Customer-oriented behaviour is part of everyday life for the company.

## Every customer is unique

In order to provide customers with a first-class service, italobee's employees place a lot of emphasis on individual consultations as well as assistance before and after the purchase.

Every day, the company receives numerous messages via various communication channels. The communication channel and the complexity of the enquiry differ from customer to customer. While rather simple questions are received via WhatsApp, e-mail messages are often more complex.



*"The biggest challenge for us was to respond to all customer queries in a timely manner and to ensure that all queries were also responded to and nothing was lost."*



Dominik Früchtl, Founder



Keeping track of all messages and dealing with them in a timely manner is a big challenge, especially if several channels are being looked after at the same time. In addition to email and telephone, WhatsApp, Facebook and Instagram are popular communication channels for potential customers.

Another issue facing the company is the GDPR-compliant use of WhatsApp. The traditional WhatsApp Business app collects and stores metadata of the contacts. For this reason, this solution does not meet the data protection requirements for commercial use.

Online reviews are also significant for italobee. Reviews affect the first impression of potential customers. However, reminding happy customers to leave a review is not an easy task. Often, customers only leave reviews when they are dissatisfied or something has gone wrong.

## Happy customers and increased sales thanks to Superchat

To meet the challenges in customer service, italobee has chosen Superchat. With Superchat's messaging platform, customer enquiries are answered easily and quickly. The company can respond specifically to the individual concerns of individual customers and thus ensures customer-oriented support.



*"Superchat is very easy to use. It's really fun to answer customer queries because it's so easy to use."*



Dominik Früchtl, Founder



Customer messages from different communication channels are bundled via the intuitive user interface. With the use of Superchat, WhatsApp Business can be used for customer communication in a DSGVO-compliant manner via the API.

With Superchat's messaging platform, multiple employees simultaneously process incoming messages from customers across multiple devices. Lost and forgotten customer queries are thus a thing of the past. As a result, the company has been able to increase its sales because all messages are answered quickly and in a targeted manner.

The response time to incoming messages has also improved significantly, which has a noticeable effect on customer satisfaction. With Superchat, the italobee team can remind these happy customers to leave a positive review on Google with the uncomplicated sending of a review invitation.

## How italobee benefits from Superchat

- Better customer communication: all communication channels are clearly bundled in one inbox
- Satisfied customers: Efficient, fast and individual response to customer enquiries
- More turnover: customer enquiries are no longer overlooked and prospects receive a response more quickly