

This is how the Modehaus Kuhn balances retail and online presence

A high-quality customer experience, both online and offline, is a top priority for the Kuhn fashion house. Find out how the family business uses Superchat's messaging platform.



Unternehmen

Modehaus Kuhn, a family business with tradition, offers customers optimal support offline and online.

Branche

Retail

Standort

Bad Mergentheim, Germany

Unternehmensgröße

50+

Website

<https://modehauskuhn.de/>

Herausforderungen

- Chaotic customer communication
- Multiple channels and users
- Balance between retail and online presence

Modehaus Kuhn offers customers a wide range of products with more than 250 brands. For the family business from Bad Mergentheim, the customer comes first. Both offline and online, customers should receive an optimal experience.

Every day, the fashion house receives enquiries via various channels that are managed by different departments. While Instagram and Facebook messages go through the marketing team, emails arrive in administration. This creates a chaos of messages and opaque customer communication.

The Kuhn fashion house is not a classic online shop, but also wants to present itself as a digitally competent brand. In addition to a modern website, this includes uncomplicated contact options for potential customers. WhatsApp Business was already in use, but the limited use on only one end device and the lack of GDPR compliance were not convincing.



"We have high standards for ourselves and want to provide our customers with quality care, both online and offline."



Johannes Kuhn, Junior Director



In addition to communication, Johannes Kuhn sees particularly great potential in the topic of online reviews. Bad Mergentheim attracts tourists and the first place to look for shopping opportunities is Google. Customers are interested in what other customers have to report. Often, the decision is made in favour of the shop with the better Google ratings.

Increase business conversions with Superchat via WhatsApp

In order to provide customers with the best possible service digitally, the fashion house Kuhn has opted for Superchat. The company uses all relevant communication channels and messages are now bundled in a clear inbox.

On the website, customers can select their preferred communication channel via a webchat. In addition to Facebook, SMS and email, WhatsApp is also available for selection. Via the WhatsApp Business API, communication via the messenger meets all data protection requirements.

The fashion house not only answers customers' questions via chat, but also increases conversions. A customer contacted the fashion house via WhatsApp to find a suitable dress for a pair of shoes. The customer was able to easily send a picture of the shoes via WhatsApp, whereupon the employees of the fashion house selected two matching dresses. Within a very short time, the customer received pictures of the dresses. The next day, she visited the shop to buy the dresses.



"Superchat is easy to use with both smartphone and desktop."



Johannes Kuhn, Junior Director



In addition to Superchat's universal inbox, the fashion company also uses the rating tool. Through Superchat, happy customers are effortlessly reminded to leave a review on Google. Employees are automatically notified about incoming reviews and can respond to them accordingly. Within a very short time, Modehaus Kuhn was able to collect new and authentic customer reviews.

How the Kuhn fashion house benefits from Superchat

- Fast and direct contact options via WhatsApp Business, Facebook Messenger, Webchat and Co.
- More control and transparency by bundling all relevant communication channels in one platform
- Improving online presence through digital communication options and new Google ratings
- Sending review invitations and manage incoming customer reviews