

# CASE STUDY



## HOW VOODESK TRANSFORMED CUSTOMER EXPERIENCE FOR A GROWING ONLINE CLOTHING BRAND

CLIENT:

LUNA & LOOM



### ABOUT

Brand: **Luna & Loom**

Industry: Online Fashion & Apparel

Platform: Shopify

Market: Global

**Luna & Loom** is a fast growing direct to consumer clothing brand offering modern, affordable fashion through its online store. With a rapidly expanding customer base and increasing daily order volumes, the brand was focused on scaling sales, while customer experience operations struggled to keep up.

### CHALLENGE :

As Luna & Loom grew, so did their customer inquiries. The brand began facing multiple CX challenges that directly impacted customer satisfaction and internal efficiency:

- High volume of customer inquiries across email and social media
- Slow response times during peak sales periods
- Order related questions (delivery delays, sizing issues, returns) overwhelming the in house team
- Inconsistent customer support due to limited staffing
- Rising customer complaints and lower response ratings

The internal team was spending more time responding to repetitive customer queries than focusing on growth, marketing, and product development.

Luna & Loom needed a fast, reliable, & e-commerce focused customer experience partner who could scale with them.

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## WHY LUNA & LOOM CHOSE VOODESK



After evaluating multiple CX service providers, Luna & Loom partnered with Voodesk due to its:

- Proven expertise in supporting eCommerce businesses
- Recognized for being one of the fastest CX providers.
- Ability to scale support without long onboarding delays
- Focus on human, brand aligned customer interactions
- Flexible support model tailored to online retail needs



The brand was looking for more than just customer support, they needed a CX partner that understood online shoppers and could act as an extension of their brand.

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## SOLUTION:

Voodesk implemented a customized CX solution designed specifically for Luna & Loom's e-commerce operations.

Key Actions Taken by Voodesk:

- Set up dedicated customer support agents trained on Luna & Loom's brand voice and products
- Managed email and social media inquiries with consistent tone and accuracy
- Significantly reduced response times by introducing structured workflows
- Handled order related queries including shipping updates, exchanges, and returns
- Implemented proactive customer communication to reduce repeat inquiries
- Maintained high quality, human first interactions to improve customer trust

Voodesk's team worked closely with Luna & Loom to ensure every customer interaction felt personal, fast, and reliable.

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## RESULTS:

Within the first three months of partnering with Voodesk, Luna & Loom saw measurable improvements across their customer experience operations:

- 60% faster average response time
- 35% reduction in unresolved customer complaints
- Significant improvement in customer satisfaction scores (CSAT)
- Increased repeat purchases due to improved post purchase support
- Internal team freed up to focus on marketing, growth, and product strategy

Most importantly, customers began receiving timely, helpful responses strengthening trust in the brand.



## CLIENT TESTIMONIAL

“ Partnering with Voodesk completely changed how we handle customer support. Their speed, professionalism, and understanding of e-commerce made a noticeable difference almost immediately. Our customers are happier, and our team finally has room to focus on growth. “

— **Operations Manager, Luna & Loom**

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## CONCLUSION:

By partnering with Voodesk, Luna & Loom successfully transformed its customer experience operations into a scalable, efficient, and customer first system.

Voodesk's fast response times, e-commerce expertise, and human centered approach helped the brand improve customer satisfaction while supporting long term growth.

Today, Luna & Loom continues to scale confidently, knowing their customers are supported by one of the fastest and most reliable CX teams in the industry.

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