



CASE STUDY

**Fast CX mobilization to
deal with query backlog
and accommodate
rapid growth.**



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CLIENT

Online retailer of music merchandise

INDUSTRY

E-commerce, music, entertainment

RESULTS



First-touch response **within 8 hours**



24-Hour response time for **700 to 1,000 weekly support tickets**



Support team expected to grow from **2 to 20 agents within two years**

Overview

Merchbar is an online marketplace that houses the world's most extensive collection of official music apparel and merchandise, showcasing 35,000+ artists. Products range from T-shirts and hats to vinyl records and headphones. The e-commerce startup works behind the scenes, partnering with Live Nation and Universal Music Group to dropship products to customers.

The Challenge

The hundreds of daily help tickets resulted in delayed orders, cancellations, or failed deliveries. The backlog resulted in disappointed fans who went on to leave bad reviews.

Merchbar needed to scale its support team rapidly. The holiday season was quickly approaching, and Merchbar needed a team that could handle the high volume of tickets and proactive coordination with multiple suppliers.

Merchbar Fan Support Manager Sarah Murray, who started as the only full-time employee managing customer support, would often sense customers getting angry or frustrated when orders didn't go smoothly. "It's special to get a piece of merch from your favorite band," Murray explains. "We're trying to show the fans that we care about the whole process of buying a record, for example, and we value that experience. That's why we want the process to be super seamless."

Our Approach

The online marketplace wanted to scale its customer support team amid rapid growth and transformative global partnerships. As they weighed their options, they identified their top customer support goals:

1. Consistent follow-up with external suppliers

At Merchbar, serving customers often means advocating for them. Team members need to follow up consistently with external partners, including suppliers, distributors and retailers.

2. Speedy email responses with empathy and accurate information

In addition to the 24-hour response time required for all customer emails. Merchbar wanted agents who understood music fans on a deeper level. The team members would have to be well-trained on escalations and communicate with empathy.

Merchbar partnered with Enshored eight weeks before the holiday season. Enshored assembled and trained a small team first, which allowed Merchbar to meet the holiday season sales spike. The extended team began taking on higher escalation tickets and has now grown by 4x.

Our Impact

First-Touch Response within 8 Hours:

The team understands the urgency and has met the 8-hour window.

24-Hour Response Time for 700 to 1,000 Weekly Support Tickets:

Tickets may require three to four interactions to be fully resolved. Customers sending follow-up messages hear back from agents within 24 hours. Even with the high volume, Murray doesn't feel like she needs to spot-check her team's work. "I can trust them to get everything done correctly," Murray says.

Bigger Responsibilities over Time:

At first, the new support team started handling inquiries about orders of \$50 or less. As the agents proved themselves to Merchbar, they began to take on greater responsibilities. Now the agents manage high-value orders with a team now dedicated to resolving high-escalation tickets.

Consistent Empathy and Positivity:

When something goes wrong with an order, Merchbar's passionate music fans can find it frustrating.

"People want to be heard, and Enshored's agents are really great about saying, 'I understand your frustration here. We're doing our best to make sure we get everything settled,'" Murray says. "It's hard to be positive when you deal with a lot of frustrated people day to day. The Enshored crew is so positive, and they really care about their work."

Conclusion

Nine months into the Enshored partnership, Merchbar became YouTube's only official music merchandise partner. This partnership intensified demands for customer support. Enshored continued to scale Merchbar's team.

"We knew Enshored could spin up a team fast enough to meet our demand. It's been great for us to increase our support capacity while we focus on other projects and grow as a company."

Sarah Murray | Merchbar Fan Support Manager



**How Enshored
can help**

Enshored is built to support disruptive start-ups.

We augment, build and support customised Customer Experience for digital CX, Sales & Marketing, Back Office and Content Moderation.

We provide the people, the culture and the operating system to support you to scale seamlessly.

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