

Zinus Customer Support Team Scales to Meet Pandemic-Era Demands

How Netomi Helped this Mattress and Furniture Retailer Boost Their CSAT By Over

70%

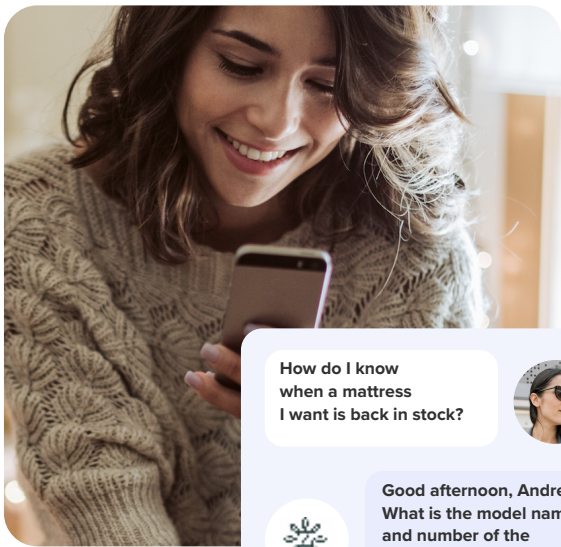
In 1979, Zinus founder Youn Jae Lee began his business in the great outdoors, crafting tents from his home base of South Korea. In 2003, Zinus migrated into the home, and has since provided mattresses and furniture for more than 25 million happy customers across more than 15 countries around the world. Today, Zinus is the world's most loved online mattress and furniture brand, with 1 million+ global reviews. They manufacture products that are easy to understand, assemble, and enjoy, designing "tiny reminders that life is good."

Leveraging technology to plan ahead

With ticket volume averaging **5k tickets** per month, ranging from issues related to warranty claims, product queries and order status, the Zinus customer service team was overwhelmed. When the pandemic hit, some customers were waiting for 30-40 minutes, sometimes even days, for a response.

"The pandemic really showed us that we needed a contingency [plan]," said Reuben Magbanua, Director of Customer Care at Zinus.

As demand continued to rise and the company planned to scale internationally, Zinus looked to leverage AI to deflect many of the future contacts and maintain high customer satisfaction.



How do I know when a mattress I want is back in stock?



Good afternoon, Andrea!
What is the model name and number of the mattress you are looking for?

"One of the nightmares we had was a huge backlog of around 3,000 tickets, now, with Netomi, we have less than 50. Netomi stood out because of its people, and ability to support both chat and email...Netomi is our AI dream solution."



Reuben Magbanua,
Director of Customer Care at Zinus

Meet Zuri: A powerful virtual assistant

In 2020, Zinus launched AI over chat and email. Zinus set a goal of achieving 25% deflection based on the complexity of its customers' questions. In short order, Netomi met and exceeded their goal by reaching 40% deflection.

Many customers, satisfied with the superior experience received via chat, grew to favor this channel over telephone, and email has since taken over as the preferred channel for an AI-powered experience.

Zinus & Zuri: The Impact

Deflection:



Initial goal: **25%**



Current rate: **40%**

On a mission to "deliver the world's finest sleep products for everyone's lifestyle," the Zinus team is envisioning a bright future, with Zuri by their side. With support delivered via chat and email having been put to bed, incorporation of voice capabilities as well as SMS to increase deflection even further is next on the list.

How can you integrate AI into your workforce?

Reach out for a demo