



TJ Stein

Director of Customer Experience

Founded in 2011, MeUndies is the direct-to-consumer brand making underwear more enjoyable. With flexible purchasing options, customers can buy one pair at a time or select a customized monthly subscription plan to receive a fresh pair from their favorite plan at the same time every month. The Los Angeles-based company has delivered more than 7 million pairs of underwear in all 50 U.S. states and in 37 countries around the world.

“The rate of “where is my order?” inquiries has decreased by 10% annually...

I would highly recommend WISMOlabs to those looking to improve their **improve their post-purchase experience.**

WISMOlabs is an ideal partner.

MeUndies

CUSTOMER

MeUndies delivers everyday basics to men and women with a relentless emphasis on quality and service.

PROBLEM

“Where is my order?” calls accounted for 20% of all inbound contact

SOLUTION

WISMOlabs post-purchase order tracking system

RESULTS

- Decreases “where is my order?” calls
- Improves the customer’s shopping experience
- Delivers a positive ROI

THE PROBLEM

Thanks to technological advancements in the shipping process, when customers make a purchase they expect to be able to track their order from the merchant to their home. Unfortunately, carriers' websites don't deliver an optimal customer experience. They can be difficult to use. And, they often don't provide enough information to satisfy the needs of the customer. These were the problems that many customers of MeUndies faced.

"The most basic challenge was in the post-purchase experience tracking orders," explains TJ Stein, Director of Customer Experience. "Customers were led down an often-frustrating path on carriers' websites, navigating a poor user experience just to see the status of their shipment. Only a few of these websites are optimized for mobile which causes another pain point for our customers."

When customers have difficulties tracking their orders on a carrier's website, they call MeUndies to get answers about their order status. "Between 15% to 20% of our total inbound contact volume was related to an order status inquiry," shares TJ. "If we didn't find a solution, the rate of order status inquiries would have continued to increase as our business expanded."

MeUndies needed a solution that would reduce the number of "where is my order?" calls.

THE SOLUTION

When TJ was searching for a solution, he evaluated several services to understand their core features, UI customization, implementation, and ROI. He was also looking for a partner who could scale with MeUndies as the business grew.

"The most important aspects of a solution centered around the ease of integration with our existing ecommerce platform as well as the flexibility and control we would have over the user experience," explains TJ.

With WISMOlabs, TJ and his team were able to create a landing page that shows customers where their package is in the shipping process. The page contains three informative sections. The first section is a calendar that shows the expected delivery date. In the second section there is a map that displays exactly where the shipment is during transit. And, the third section indicates the shipment's status as it is transferred from shipping facility to shipping facility.

MeUndies' customers can see **what the estimated delivery date is as soon as a tracking number is available**. In many cases, the WISMOlabs-generated tracking page is able to show where the order is and when it's going to arrive **before the tracking label is generated**.

TJ also appreciates the flexibility of WISMOlabs marketing capabilities. **"The ability to adjust the UI/UX features on the fly is key for us. We're always testing new variations of our navigation and marketing assets, so having the control and flexibility to get instant feedback is great."**

THE RESULTS

While reducing “where is my order?” calls was one of the primary drivers that lead TJ to seek out the solution that WISMOlabs delivers, MeUndies experienced a range of positive results.

WISMOlabs decreases “where is my order?” calls

The impact that WISMOlabs has on the ability of customers to track their orders was significant. The number of ‘where is my order’ calls has decreased monthly.

WISMOlabs improves the customer’s shopping experience

WISMOlabs enables TJ and his team to improve the customers purchasing experience. **“We now have a tracking experience that better reflects MeUndies’ emphasis on quality and service,”** says TJ. “From the branded URL to the seamless UI between our storefront and our tracking pages, we are providing a consistent user experience throughout the purchase flow.”

WISMOlabs delivers a positive ROI

Decreasing “where is my order?” call volume and improving the customer’s shopping experience are benefits that fall flat if the solution doesn’t bring with it a financial benefit. WISMOlabs has opened up a new revenue channel for MeUndies by enabling them to display ads that feature current promotions when customers return to the site to track their orders. TJ confirms that, **“We are now able to dynamically show certain assets to showcase complimentary products and services to the most appropriate segment of our customer base. As a result, WISMOlabs has delivered a positive ROI.”**

WISMOlabs is an ideal partner

According to TJ, WISMOlabs excels in many areas. **“WISMOlabs has been an ideal partner.** This was not an insignificant integration and the team at WISMOlabs worked with us from start to finish to make sure that we were satisfied with the end result. Having a rock-solid product offering and cost-effective pricing are clearly important. However, the biggest benefit of partnering with WISMOlabs has been working with a seasoned team committed to our success.”

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