



# Denby Pottery: Improving customer experience with instant answers





Denby  
1809

#### ABOUT GILL HINDS AND DENBY

Gill Hinds is the E-commerce and CRO manager for Denby. As well as general day to day trading and site functionality, she is also responsible for SEO, PPC and the affiliates channel. Gill's role is focused around ensuring a smooth customer journey.

Denby makes its own stoneware in its factory in Derbyshire. Every piece of this stoneware passes through 25 pairs of hands before it comes to completion. Denby

still use a lot of the traditional techniques and many things are still done by hand such as their glazes.

Denby is based in the UK, however they also sell to some European countries and have a US site which trades to Canada as well. They also have teams in Korea and China. More recently, Denby launched its own porcelain range which has proved to be a successful project.

#### DENBY GOALS

Some key goals for Denby are internationalisation, premiumisation and growing its share of market.

Like many other retailers, retaining customers and keeping a strong level of engagement is a priority.



## Challenges before coming to Futr?

Denby previously had a live chat solution to try and help meet customers' demands and guide them through the customer journey. However, what they found was that a lot of customers were asking similar questions and their customer team was tied up answering routine inquiries.

Our customer service team were tied up answering those sorts of routine inquiries

Gill Hinds

At peak times this was a challenge because customers who were waiting for a while in queues would give up and ring instead. This wasn't ideal because a customer service agent can only speak to one customer at a time on the phone, compared to live chat where they can engage with several.

Sometimes customers would end up emailing but because emails aren't directly in front of the customer service team, often they were getting put to the back of the queue. As a result, customers could be waiting a few days for a response to an email which Gill felt wasn't in line with modern expectations.



## What were you looking for in a solution?

Gill was looking for something that would give the customer immediate answers to routine and simple questions. They were looking to reduce some of the burden on customer service teams so that they could deal with more complex things that needed a human touch.

There was a chance that we'd lose a sale, or a customer would drop off completely

Gill Hinds

“Obviously, you’re never going to be able to help every customer through automated answers and you’re always going to have some more complex issues that need to be addressed by a person.

But the appeal was that we wouldn’t have the customer service team tied up answering these routine inquiries when they could be dealing with the more complex queries that need somebody’s input.”

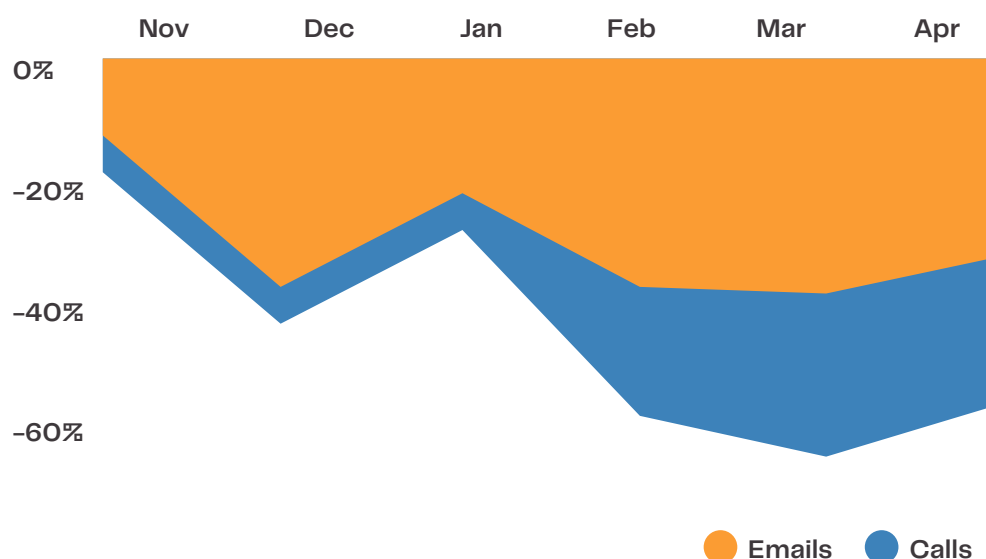




## Overview of results since launching Futr

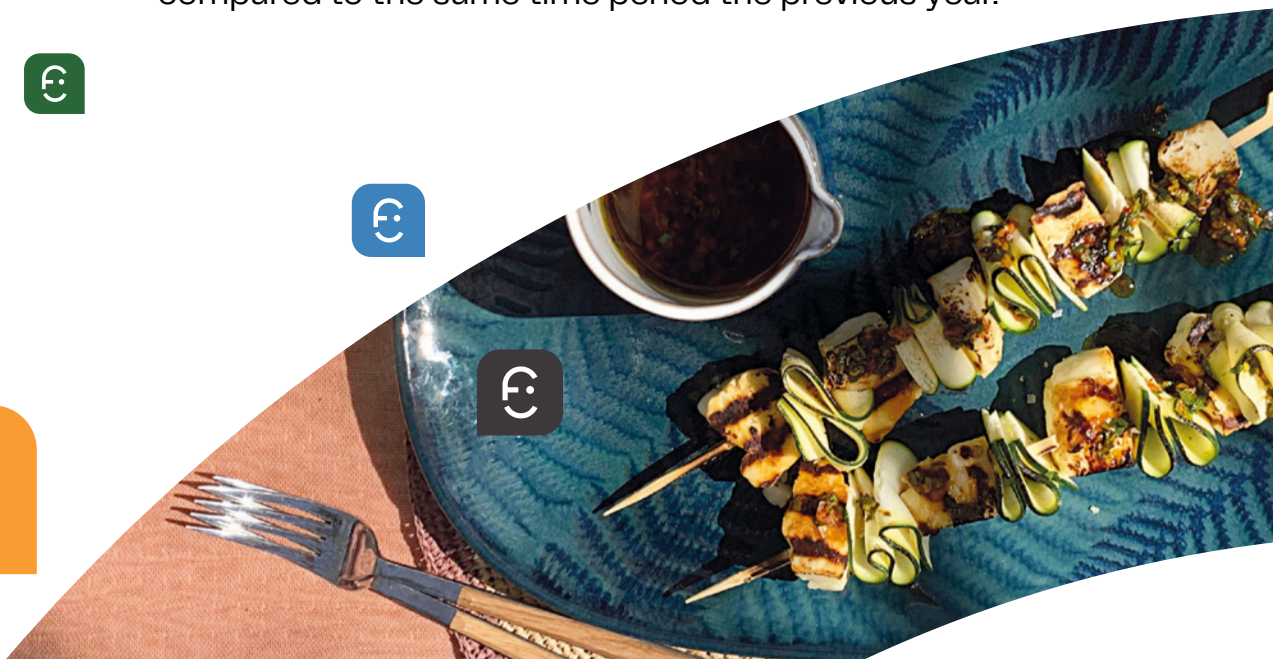
### Statistics

We looked at the percentage difference in call and email volumes at Denby, before and after implementing Futr. The data we looked compared calls and emails between November–April 2020–2021 and November–April 2021–2022. From this, we worked out the percentage difference since.



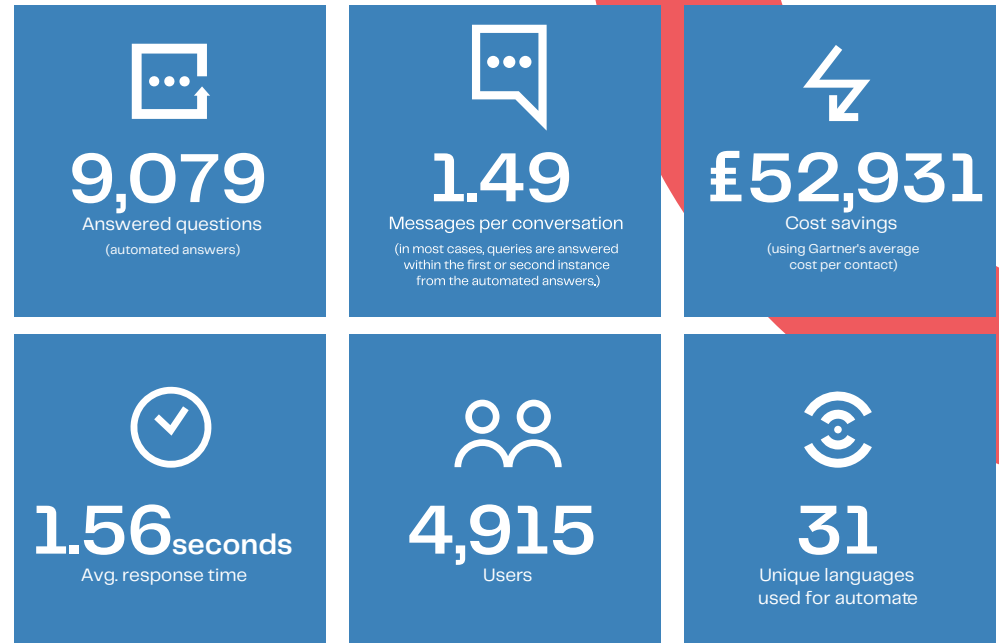
There was an average 45.7% reduction in calls since implementing Futr in November, compared to the same time period the previous year.

When looking at email volume, there was an average 23.2% reduction in emails since Futr was implemented in November, compared to the same time period the previous year.



## Stats from Denby's chatbot (1st Sept – 19th May 2022)

### CHATBOT- AUTOMATED ANSWERS



### LIVE CHAT



## What made Futr stand out?

Gill was impressed with Futr's team, how intuitive the solution was and the multilingual functionality.

"When we first had the demo, the team were very personable and obviously very passionate about the product. And we just got a good feeling.

"It just seemed very straightforward, but with quite a lot

of power behind it. And we liked the language function because we trade across Europe, and also because the UK is quite a diverse nation—not all of our customers necessarily have English as their first language."

## Impact of Futr on customer experience

Gill explains that since launching Futr, the experience for the customer has been really good. Customers have been able to get instant answers and continue on their journey without interruption. They've been able to put offers in front of customers easily, such as offers relating to their Tesco Clubcard partnership, as well as signpost customers to the right information.

The feedback we've had from customer service has been really positive.

Gill Hinds

"If a customer asks a question and gets an immediate answer, they're still in the moment. Whereas even with live chat, if you're responded to within a few minutes, it's a bit more of a break in your journey, there's more chance that you might get distracted and not complete.

"It's quite easy to signpost customers to the right information and guide them through things, but more than that, we were able to customise the experience to better fit Denby.

"I feel like we've been able to help a lot more customers get through the journey much more smoothly. The feedback we've had from customer service has been really positive."



## What was the implementation process of Futr like?

Gill describes the implementation as straightforward. She was particularly impressed with how the Futr team worked closely to make sure everything was to a high degree of satisfaction.

“Implementation via Tag Manager was very simple and fairly straightforward.

and gave us custom code that helped to reposition it.

“On our site we had some challenges with where the chatbot button sat. The Futr team were brilliant at sorting that out for us

“The team at Futr have bent over backwards to keep us happy and get something that works and is doing what we need it to do.”

## What was the rollout like?

At Denby, the marketing and customer service teams had training on the platform. The training itself was quick and straightforward – often lasting only 20 minutes

...you can train people in 20 minutes.

Gill Hinds

“It’s such a simple interface, that you can train people in 20 minutes, which is also really good—particularly for the customer service agents.

“We sent out comms to the wider business, sharing some stats from the Futr dashboard about how many people we have helped. It was really well received.”





## What's your experience overall been like with Futr?

Gill describes her experience with Futr, in particular the support she has received from the Futr team as well as the optimism regarding Futr's product roadmap. After a successful launch on their website, Denby are now looking to expand Futr to their social channels and WhatsApp.

The support  
that Futr offer is  
brilliant...

Gill Hinds

"Our experience with Futr has been really good. The support that Futr offer is brilliant and it's a company that's got a solid roadmap. There's lots of development going on. It's not a stagnant solution."

"We've only deployed on the web at the moment. But in terms of our next steps with the software, we're going to look at deploying it on social media and WhatsApp."

"Our customer success manager is good at keeping us in the loop on what's coming up, making suggestions, just checking that we're getting on all right with it."

