



Case study

Business Messages drives 85% CSAT scores for Levi Strauss

About

Founded in 1853, clothing company Levi Strauss & Co. gained fame for their Levi's® denim jeans. Over 150 years later, Levi's is a globally-recognized brand that sells jeans and other apparel in more than 3,100 retail stores across 110 countries.

Summary

During the COVID-19 pandemic, Levi's saw that their shoppers were investing more time in pre-purchase research. They realized that being able to provide customers with information around the clock in an easily accessible way could greatly improve interest, engagement, and eventually purchase behavior. In June 2020, Levi's partnered with customer experience automation provider Linc Global to integrate Google's Business Messages into Levi's customer experience (CX) strategy and cross-channel chat experiences. Business Messages soon brought in customer satisfaction (CSAT) scores of over 85 percent, and drove 30x more store-related questions than Levi's onsite web chat. In addition, most Business Messages conversations occurred outside store hours, allowing Levi's to respond to inquiries more quickly.

The challenge

Levi's knows customers want to drive these interactions on their own terms and timelines— and on their own preferred communications channel. With store hours often impacted by the pandemic, the company needed 24/7 service to answer the 30% increase in off-hours shoppers. Google's Business Messages allowed customers to connect with Levi's without visiting the website, going to a store or making a phone call. Anisa Kumar, VP Global DTC says, "Rolling out CX automation on web chat provided a new way for customers to

“ Business Messages creates a stronger customer experience by enabling us to do a better job at ‘hearing’ shoppers, answering their questions and uncovering new ways to delight Levi's fans.”

Rico Arrastia,
VP Product Experience, Levi's

85% CSAT scores

30x more store-related questions resolved

31% product-related conversations

→ Learn more about Business Messages at businessmessages.google



Levi Strauss & Co.
San Francisco, CA
www.levis.com

find answers to their pre-purchase and other questions that regularly resulted in a call to customer service. Launching with Google's Business Messages was the logical next step in providing our customers with a best-in-class customer experience."

The approach

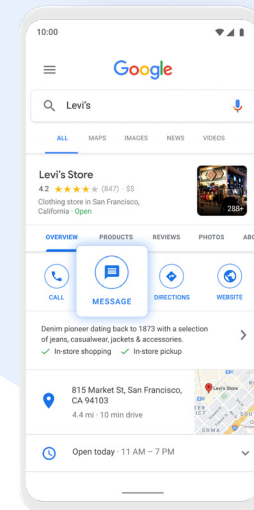
Levi's worked with Linc Global, a CX automation platform, to set up Google's Business Messages on Google Maps for five, then 50, stores, before expanding to more than 200 stores. "Customers can message us through Google Maps even after stores are closed. They can search for products and see product information and availability at their local store, plus get details about hours and COVID-19 related updates to make shopping easier," said Kumar. The company then added Business Messages on Google Search for a rich messaging experience that synchronized with their regular web chat channel. "Consumers can have their entire messaging experience be on Google—and then visit our website or a physical store to complete a purchase recommended to them in Business Messages," says Rico Arrastia, VP Product & Experience at Levi Strauss & Co.

The results

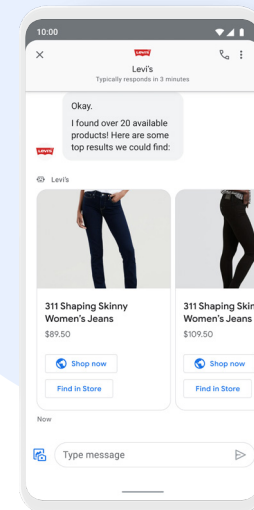
Two months after launching Google's Business Messages, Levi's CSAT scores for the channel surpassed 85%. And four months after launch, Levi's found that this new channel drove 30x more store-related questions than web chat.

Additionally, Levi's noted that 31% of Business Messages conversations were product-related, indicating that shoppers preferred targeted engagement to unstructured browsing. For Levi's, Business Messages helps cross-sell or suggest products to customers based on an individual's past purchases, personal information, and behaviors.

Arrastia is now a big proponent of Business Messages as a way to meaningfully engage with customers and stand out from other brands. He shares, "Business Messages not only creates a stronger customer experience but also enables us to do a much better job at 'hearing' shoppers."



Customers can message Levi's through Google Search



Customers enjoy visual shopping with Levi's

→ Learn more about Business Messages at businessmessages.google

About Business Messages

Business Messages is a mobile conversational channel that combines entry points on Google Maps, Search, and brand-owned channels to create rich, asynchronous messaging experiences.

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