



How ThinkVerse Transformed TrendyStyle Apparel

A case study on operational efficiency and automation

Presented by
ThinkVerse.AI



TrendyStyle Apparel

Overview of a Mid-Sized Lifestyle eCommerce Retailer

TrendyStyle Apparel is a dynamic mid-size lifestyle eCommerce retailer, offering a diverse range of stylish products that cater to modern fashion enthusiasts while maintaining excellent customer engagement.



Products

10,000+ SKUs reflect diverse fashion choices.



Orders

50,000 monthly orders indicate high customer demand.



Customers

200,000 active customers worldwide trust the brand.





Challenges Before Automation

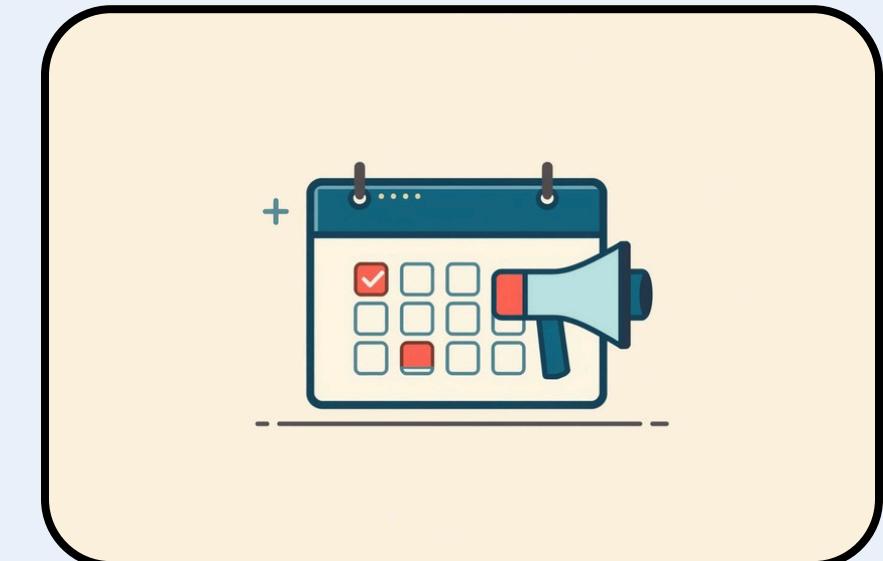
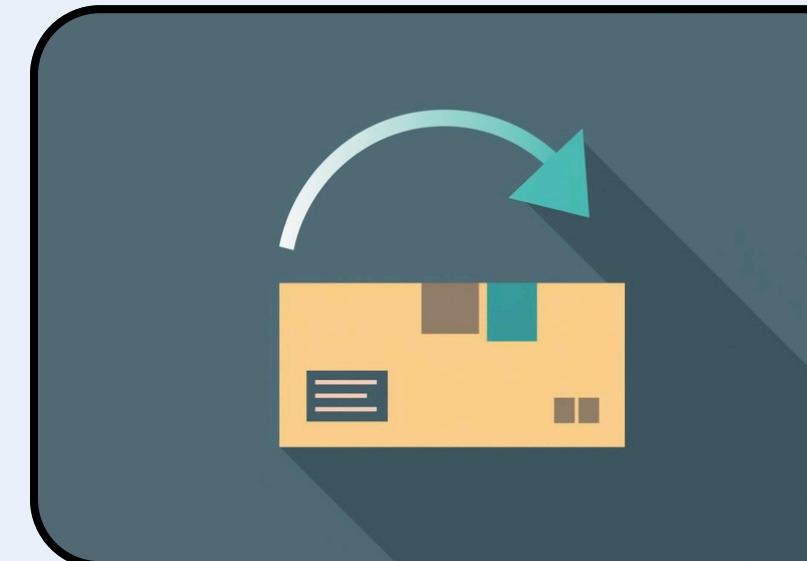


Response Times

Slow responses frustrate customers due to communication delays.

Order Verification

Manual checks lead to errors and delays in orders.



Returns Process

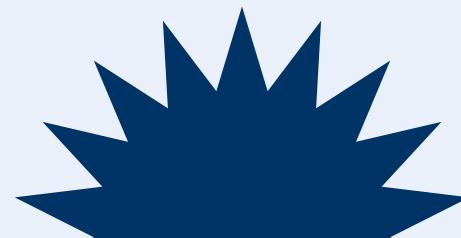
Long returns take over 48 hours, causing inefficiency.

Inventory Gaps

Synchronization issues cause overselling and inventory problems.

Marketing Delays

Manual workflows cause inconsistencies and delayed campaigns.





What Thinkverse.AI Delivered



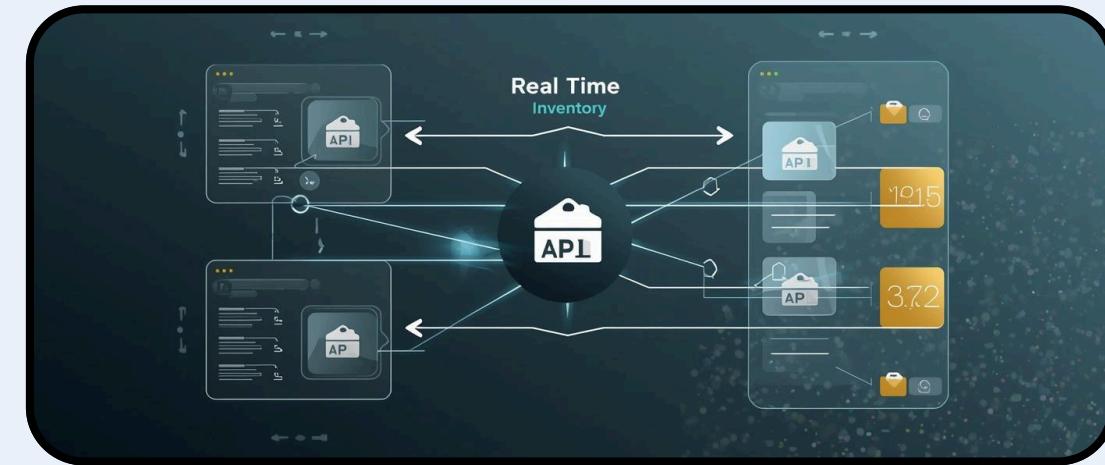
AI-Powered Support

The AI-powered customer support chatbot provides instant responses, significantly reducing customer wait times & enhancing the overall service experience.



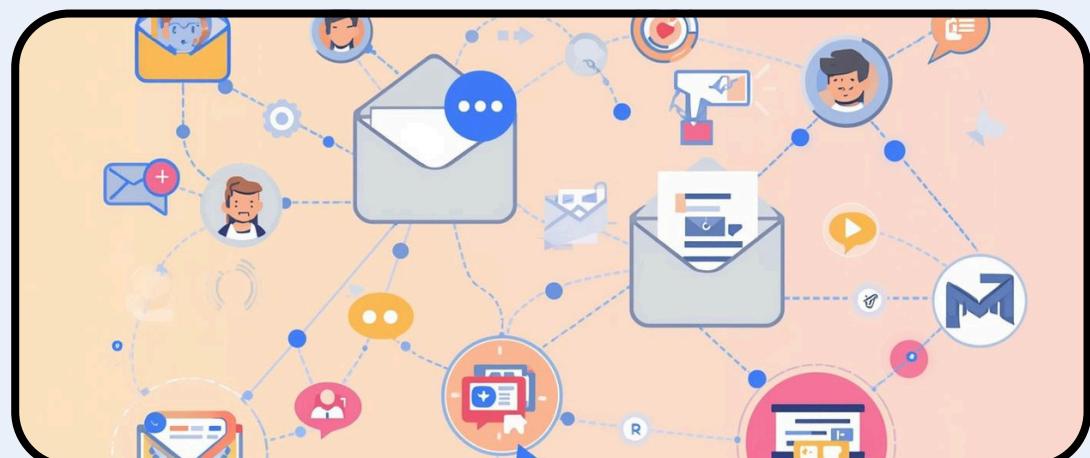
Order Verification

Automated order verification ensures efficiency by detecting fraud and reducing errors, streamlining the entire order processing workflow.



Inventory Sync

Real-time inventory synchronization maintains accurate stock levels, preventing overselling and ensuring timely fulfillment for customer orders across platforms.



Email Workflows

Automated email and marketing workflows facilitate targeted communication, boosting engagement and sales through personalized notifications based on user behavior.



Internal Assistant

AI-powered assistant integrated with Slack helps teams save valuable time, enhancing productivity by providing quick access to information and tasks.



Real-Time Dashboards & Monitoring

Enhanced visibility into operations drives efficiency & informed decision-making, leveraging data to transform insights into actionable strategies for business growth and success.



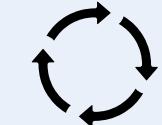
From Hours to Minutes

Response Time



Automation led to a **65% reduction** in response times, improving customer experience and operational efficiency significantly.

Returns Cycle



The returns and refunds cycle was reduced from **~48 hours to ~12 hours on average (75% faster)**, greatly enhancing customer satisfaction and loyalty while minimizing resource expenditure.

Operational Costs



Overall operational costs **decreased by 30%**, enabling TrendyStyle to allocate resources more effectively and invest in growth.

Manual Workload



The workforce saw an **70% decrease** in manual tasks, allowing team members to focus on strategic initiatives and creativity.

Customer Satisfaction



Customer satisfaction surged from **75% to 97%**, reflecting the positive impact of automation on service quality and responsiveness.

Order Accuracy



The automation achieved nearly **100% order accuracy**, ensuring customers received exactly what they ordered with minimal errors.





Thinkverse.AI

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