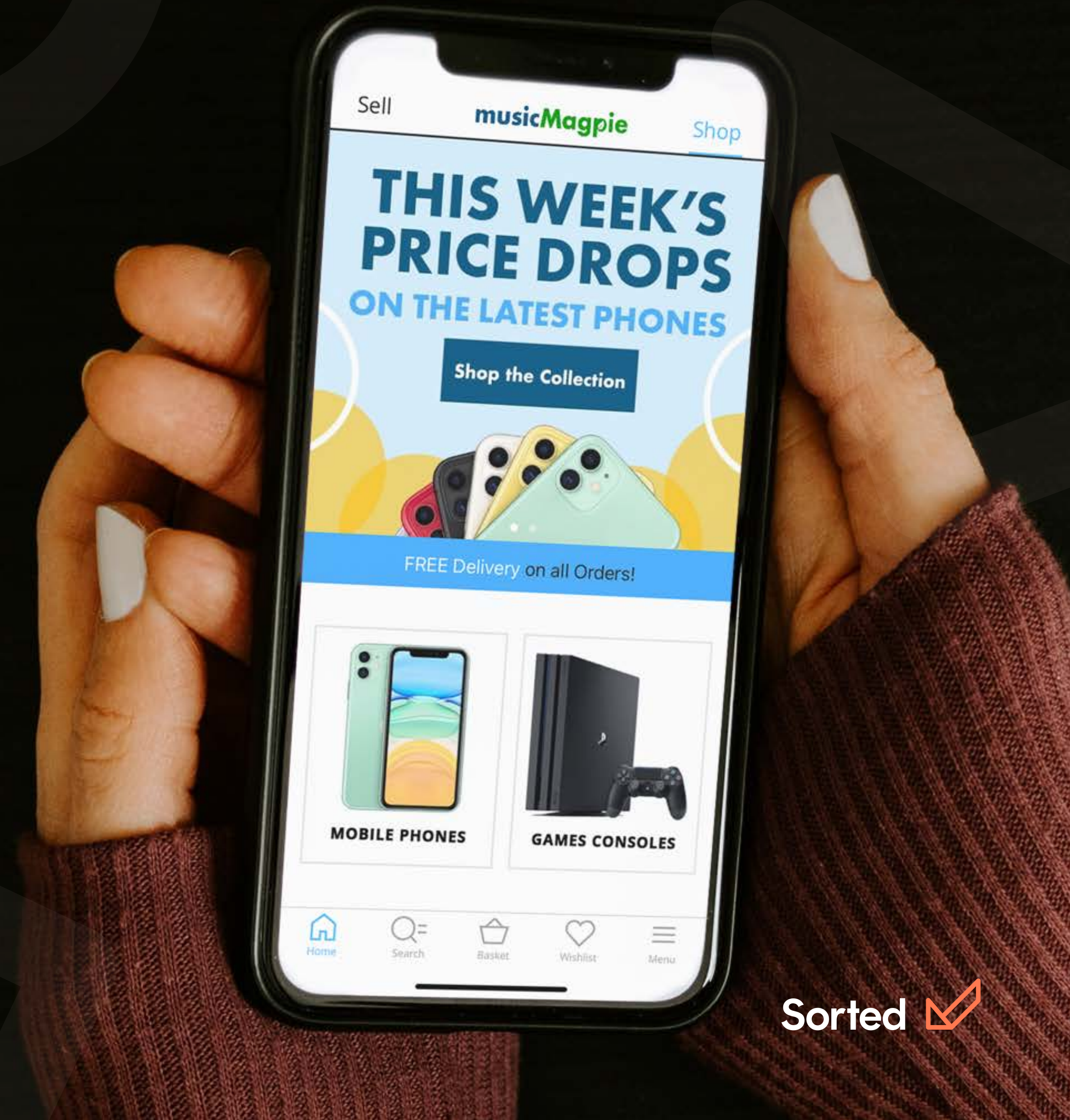


musicMagpie

Case Study: Music Magpie

musicMagpie pride themselves on fantastic customer experience, with a rating of 4.6 from over 229,000 Trustpilot reviews. During extremely busy peak periods, 'where is my order' (WISMO) calls rose and it became more difficult for musicMagpie to keep up with the demand. But, a quick fix helped the team take back full control of the customer experience...



Sorted ✓



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We're always listening to customer feedback and innovating our digital channels.

Jonathan Beirne
Head of Customer

musicMagpie

musicMagpie is a leader in the re-commerce of consumer technology (including smartphones, tablets, CDs and books), with sustainability running to the very heart of its operations. The site and mobile app allow customers to easily get cash for their unwanted tech items, musicMagpie then refurbishes those products back to a good-as-new condition before reselling them on its own store as well as global marketplaces.

What was the driver for partnering with Sorted?

As customers become more savvy to refurbished products, musicMagpie has seen exciting growth. With more customers buying and selling than ever before, an unprecedented number of parcels were shipped by, or sent to, the musicMagpie distribution centres.

Operationally, a lot of the customer shipping experience was owned by three carriers. Tracking communications and tracking pages were therefore not sent or hosted in the musicMagpie brand, meaning brand engagement was lost to a third party at a crucial customer touchpoint.

With communications sent directly from the carriers, in-house visibility of parcel tracking data and management of delivery exceptions was limited too. Sometimes, the musicMagpie team heard about issues only when the customer contacted the customer service team, or when they manually cross-referenced orders with carrier invoices at a later date. Ultimately, rising volumes and complex delivery operations naturally led to an increase of 'where is my order' enquiries. This made already

busy customer service teams even busier. And when contact resolution times were at risk of slowing due to the team having to navigate insight from disparate systems and complex carrier reporting, the customer experience was at risk.

But, the agile team took decisive action to fully own the returns journey before the impact hit – improving the experience for both the customer and the customer service team.

Head of Customer, Jonathan Beirne, told us, "Retaining the highest quality customer service while our business continues to grow, has always been a priority for us."

And they did just that.

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It's always a priority for us, that we retain the highest quality customer service while our business continues to grow.

Jonathan Beirne
Head of Customer

A hand is shown interacting with a self-service kiosk screen. The screen displays a 'Looks good' button, which the hand is about to press. Other buttons visible include 'Retry' and 'Fail'. The background is dark and out of focus.

Areas they wanted to change:

- Lack of delivery exceptions insight for customer service teams
- High WISMO
- Reliance on carriers owning the customer journey

What Sorted solution did they use?

Sorted Track

Automate tracking and post-purchase communications to reduce customer contacts, increase brand engagement and boost CSAT and NPS.

What's the results?

- 63% reduction in WISMO
- Increased brand control over customer journey
- Speedier resolution of customer queries, due to better reporting and insight

So, what did musicMagpie do?

“We’re always listening to customer feedback and innovating our digital channels.” Said Jonathan. “By automating communications, and sending those tracking updates in our own brand, we’ve been able to strengthen the journey and allow customer queries to be resolved more effectively, while alleviating that pressure for our own teams too.”

It comes down to giving customers, and customer service agents, the answers and insight they need; when and where they want it. Something musicMagpie nailed.

Sorted Track is in place on the trade-in side of the business (that being the ‘return journey’ on the customer trade-in service), where WISMO tickets used to make up around 40% of calls. Now, WISMO makes up just 15% of calls.

This is largely down to the introduction of branded, proactive customer parcel updates, as customers are sent accurate and timely comms to keep them informed of delivery/returns status. musicMagpie are mitigating the need for customers to get in touch, as they can self-serve their queries in a way that is convenient to them.

But, in the instances where customers do get in touch with questions, agents are armed with the insight they need to respond in a quicker and more efficient way; with a dashboard putting delivery tracking and exceptions info, from multiple carriers, in one place.

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Jonathan Beirne,
Head of Customer

What does the future hold?

A huge 63% reduction in WISMO means that customer experience is protected, especially during busy peak periods.

musicMagpie is the biggest global third-party seller in the history of Amazon Marketplace and the biggest global seller in the history of eBay, based on feedback. It's clear that the team are always striving to serve customers with a 5-star experience, so work never ends to constantly innovate and improve at musicMagpie.

"Our partnership with Sorted has been extremely valuable in helping us navigate the challenges we face as a growing online business." Jonathan told us.

"We're really looking forward to rolling Sorted Track out further to other areas of the business, and growing together."

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Our partnership with Sorted has been extremely valuable in helping us navigate the challenges we face as a growing online business.

Jonathan Beirne

Head of Customer



Sorted 

Good delivery experiences aren't good enough

It takes an outstanding delivery experience to differentiate.

And that's where Sorted's Delivery Experience Platform comes in.

Retailers and brands are supported by our industry-leading tech when they **deliver** goods and **analyse** post-purchase performance, and when they empower customers to **track** deliveries and **return or exchange** parcels effortlessly.

Retailers around the world trust our Delivery Experience Platform to foster business growth through five-star delivery experiences, and the results speak for themselves. Sorted customers convert more at the checkout, build stronger connections and engagement with shoppers, and use delivery experience as a tool to drive loyalty, sales, insight and, ultimately, competitive edge.

About Sorted

Ship

Get total control of your carrier management & offer your customers better delivery choice.

[Find out more](#)

Track

Get all your shipment tracking data in one place & proactively communicate with your customers.

[Find out more](#)

Return

Get labels & automate your entire customer returns process, including refunds and exchanges.

[Find out more](#)



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