

Humanity @ Scale:

How ipsy delivers high-touch support over social channels



Industry: Retail



ipsy's #SocialFirst Story

Born in the age of social, authenticity is extremely important to ipsy. Engagement is focussed on creating personal, positive connections by treating each engagement as a unique conversation. Even if the same question has been asked one hundred times, to that single customer, it's new information, and possibly even their first interaction with the brand. Each message is therefore crafted with attention to the particular circumstance and customer needs. ipsy was founded on the value of self-expression, and they encourage their team to put their own unique spin on their responses to make them truly genuine.

“Conversocial has been a very valuable partner – providing us with the tools and support we need to succeed. The product is evolving quickly to keep pace with the changing landscape of support on social, and we’re excited to see what’s next.”

Nykki Yeager,
Head of Customer Care at ipsy


ipsy


is the world’s largest and most passionate beauty community. The community is centered around a beauty sampling service called the Glam Bag and premier content produced by ipsy and its partner creators. Since being founded in 2011 by top YouTube creator Michelle Phan, the company has grown dramatically. On the sampling front, ipsy ships to over 1.5 million subscribers every month; on the owned content side, ipsy reaches over 20 million people every month through stylist videos and social posts.


#Challenges

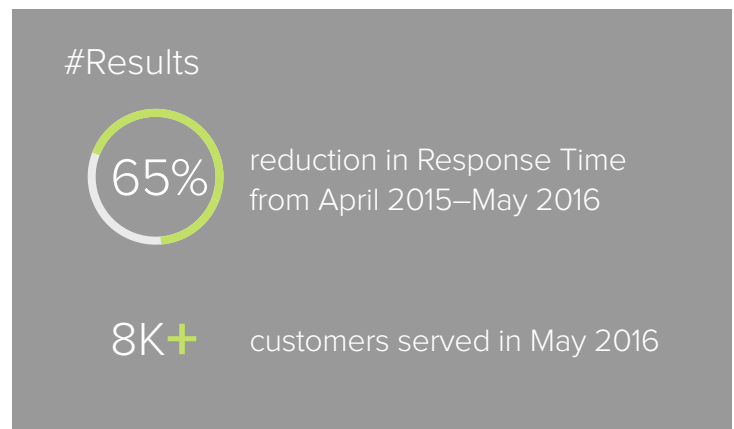
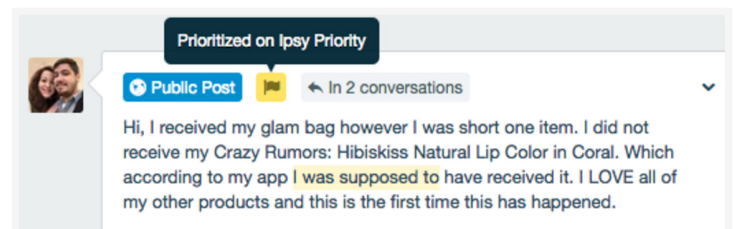
- **Serving Generation Y:** ipsy, a company born into social, had high customer expectations from the start. With a younger, socially savvy customer base, service was seen as just an extension of marketing engagement. The challenge arises to turn this unstructured, chaotic social chaos into actionable conversations.
- **Customer Channel Adoption:** Having such an engaged community means customer conversation happen in diverse and different places. A key challenge was keeping up with customer adoption, while continuing to improve the customer experience, and expand the service options to new platforms.
- **Social Noise vs Social Conversations:** ipsy sees most engagement occur over Facebook and Instagram. The challenge is separating, and prioritizing, the conversations that matter. Finding the signal within the marketing noise.

#Solutions

 **Proactive Engagement** - With help from the Conversocial solution, ipsy support operations have become more stable, and now they have the extra capacity to get involved in discussions that aren't necessarily driven by an explicit need for support. Instead there are opportunities to talk beauty and share knowledge—connecting over positive shared experiences.

 **Kill the Script** - Founded on the value of self-expression, ipsy encourages their team to put their own unique spin on their responses to make them truly genuine. [Conversocial Clipboard](#) has allowed ipsy to provide team members a great starting point from which to create responses, resulting in improved agent efficiency and lower conversation handling times.

 **Forecasting Inbound Volumes** - Conversocial has been instrumental in helping ipsy scale - especially with [Rules](#) that prioritize the most urgent conversations. This is supported by analytics, that ipsy uses for workforce management and forecasting the resources that they need to meet growing volume increases.



To learn more, email sales@conversocial.com