

BLOOM & WILD

Delivering insights throughout the customer journey to build a truly customer centric organisation

Kirsty Macdonald

Head of Customer Experience

“Chattermill enables us to truly connect with our customers and identify complex pain points in multiple areas based on direct feedback for each and every team to act upon”

BLOOM & WILD



4 Countries



90+ Employees



UK's Top Rated Online Florist



Global Sender NPS of 84

Why BLOOM & WILD values CX

“We're really excited to be working with Chattermill, the platform allows us to access the hard reach touchpoints of our customer's journey across multiple channels and focus on the elements that create unique customer experiences that drive our growth.

Kirsty Macdonald
Head of Customer Experience

Bloom & Wild really embrace their 'Customer First' values, taking the time to connect with customers to ensure a humble focus on how to improve & innovate. Everything from their signature letterbox packaging to the beautiful range is designed to enhance the customer experience. Key to developing this, is their focus on collecting & sharing highly granular insights through customer feedback with the company.

Case Study: BLOOM & WILD

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Source for CX insights

97%

Increase in recipient NPS after taking actions from Chattermill insights

3%

Increase in sender NPS



Goal

- The business goal was to understand their customer's perception of flower quality.
- The company needed access to a platform that could provide accurate insights on hard to reach touchpoints of the customer journey.
- Bloom & Wild knew they could drive better customer experiences and, ultimately, better business outcomes with data informed decisions on every step of the customer journey.



Results

- Enable Bloom & Wild to analyse feedback in all of the languages they received customer responses.
- Provide near real - time insights with high granularity allowing data-driven changes to be made faster.
- Integrate with existing tools and systems.



Solution

- Through the Chattermill platform, the company has integrated multiple feedback channels across markets into one easily accessible source of customer experience insights.
- Provide a complete picture of the user journey and customer perception. It's now easy to understand how customers feel about different steps of the customer journey, and importantly where the areas of high impact are.

About Chattermill

Chattermill is a leading provider of customer experience and text analytics solution. Our platform integrates topic and sentiment text analytics, customer segmentation and customer experience prioritisation in real time and connected to all your customer touchpoints, creating a single view of the customer. From optimising touchpoints to sharing customer insights throughout your organisations, we bring sentiment to life. Chattermill helps some of the fastest growing brands, including HelloFresh, JustEat, Moo and Uber build best in class customer experiences.

For more information please contact textanalytics@chattermill.io or visit our website chattermill.io.



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