

Shopify creates a happy, consistent customer experience using Front

Any team that works collaboratively would benefit from using Front.

Samar Mirza

Business Operations Coordinator, Shopify

COMPANY BACKGROUND

Founded in 2006, Shopify is an ecommerce platform that allows merchants to sell their products in-store, online, on social media, and on the go. Today, the 2,000-person company supports over 600,000 active stores and \$55 billion worth of sales. Their largest merchants use their enterprise ecommerce platform, Shopify Plus. These businesses receive a customized, high-touch experience from Shopify's Merchant Success Management Team. Each Success Manager is responsible for about 50 large-scale accounts related to a specific industry. Their job is to help merchants create and use their Shopify Plus accounts, and answer any questions they may have along the way.

CHALLENGE

Over the last decade, Shopify Plus brought on a rapidly growing team of Merchant Success Managers (MSMs) to support their expanding book of accounts. "We needed a way for everybody to be transparent with the messages we were sending to our clients," said Samar Mirza, Business Operations Coordinator at Shopify. "And we wanted to be more collaborative as a group to better serve each of our customers."

SOLUTION

Using Front, Shopify's Merchant Success Team immediately experienced a boost in collaboration, greater transparency, and more reliable customer support. With 300 shared inboxes plus their individual work email in Front, the team of 175 MSMs has managed more than 1.2 million merchant messages over the last six months. They've set up rules to automatically route every message from an individual to a shared inbox, so that anyone from the larger team can work on an issue. This has empowered teammates to step in and help each other out, fostering a more cohesive team culture.

Supporting merchants faster with automation

The Shopify Merchant Success Team has embraced Front's automated features to organize their inboxes and engage with customers. When an MSM gets a new account, for example, a rule automatically tags and moves those messages to the appropriate inbox, instead of wasting time manually organizing folders.

CLIENT



KEY STATS

175
teammates
using Front

300
shared inboxes
in Front

1.2M
inbound messages
managed in 6 months

24
hours or less
response time

The team has also created canned responses to reply to merchants and get context faster. One canned response includes a list of questions to elicit the information the team needs to process any request. "Having these responses built out eliminates the constant back and forth communication," Samar said. They're now building canned responses for every use case — from legal questions to refund issues — to quickly gather information and provide better service.

When measuring their team's success, they look at response time and the number of replies it takes to find a solution. For every message, they aim to respond within 24 hours, and since using Front, they've been finding resolutions faster — they've seen the number of replies per conversation decrease by more than 10 percent each month.

Reducing email while boosting team communication

The team has greatly reduced their inbox count using Front's commenting feature, leaving around 400 comments on email threads each month. "We collaborate a lot using comments, so we've killed a lot of those long email threads you have to read through," Samar says. "The amount of emails we receive is much lower. With Front, I can actually hit Inbox Zero."

Besides decluttering their inboxes, the team also uses comments to update one another about the status of any given message, ask clarifying questions, and learn from each other. "We've been seeing a lot of people collaborating on merchant questions, especially newer Merchant Success Managers who aren't sure about an answer. They use the comments in Front to ask more senior managers for advice."

Building transparency and accountability on the team

Before Front, when MSMs went on vacation, they used a "buddy system" to handle inbound requests. An automated response would direct the merchant to their "buddy" to address. With Front, the team created a rule so that when someone is out of office, all of their messages get sent to a shared inbox. This way, everyone on the team can see them and respond. "This is amazing because everyone can look at the message, and have the context from the conversation thread to be able to answer," Samar said. Since this shift, 23 percent of the shared vacation inbox emails are answered in under an hour.

Streamlining workflows with two custom plugins

By building custom plugins for Front, the MSM team can easily pull information they need from their backend systems into their inboxes. For every message, Shopify's custom "Plus Account Center" plugin matches the incoming message with the merchant's account in their backend. This internal tool allows them to monitor key information about the account like their health score or monthly revenue to build the context they need for a great response, every time.

Scaling for success across the business

Using Front, MSMs can handle more accounts without compromising customer experience. Front's rules, tags, and canned responses automate all the processes that were slowing them down. After seeing the benefits to the Merchant Success Management team, Shopify is expanding Front's capabilities and custom plugins to provide long-term solutions across the business. "It's not just for support teams," Samar said. "After we tried it for our Merchant Success Team, we realized it would be great for other teams too. So we've rolled it out for our HR and Business Ops teams, too."

"The amount of emails we receive is much lower. With Front, I can actually hit Inbox Zero."

Samar Mirza
Business Operations Coordinator,
Shopify

ABOUT FRONT

Front redefines work communication with the first shared inbox for teams. By unifying your email, customer communication channels, and apps in one platform, Front helps teams collaborate efficiently and have more context and visibility into every conversation, to work faster and better together. Today, more than 2,500 businesses rely on Front to power their work communications. Founded in 2013 by Mathilde Collin and Laurent Perrin, Front has raised \$79 million in venture funding and has 50+ employees in its San Francisco headquarters and Paris, France office.

www.frontapp.com

