



Rapha

Rapha races past the competition by providing human-centric support

Dixa Feature: Dixa Platform



22%

increase in agent efficiency

Agents shifted their focus from approaching support on a channel basis and have become more efficient and effective

17%

increase in retention

Agent-friendly user interface and one view of all conversations has improved agent morale

14%

increase in CSAT

Happy agents and better process have increased customer satisfaction

At a glance

Bio

Rapha is a cycling apparel company born in 2004 with the aim of bringing a community of cyclists together, united by a love of the sport.

HQ

London, United Kingdom

Industry

eCommerce

Team

65 agents

Switched From

Zendesk



The Situation

Rapha is a cycling apparel company born in 2004 with the aim of bringing a community of cyclists together, united by a love of the sport. As well as developing its line of cycling clothing and accessories, Rapha founded their own Cycling Club in 2015, which has grown to more than 16,000 members worldwide with clubhouses across Europe, North America and Asia.

Rapha's brand message is all about empowerment and shared enthusiasm for the sport. By placing an emphasis on inspiring others to form human connections that matter, Rapha knew it must create a customer experience that matches this to both their growth as a company and the development of a community.

The Challenge

Rapha needed to build and maintain relationships with customers while staying on top of customer interests and cycling trends at a grass-roots level. Being able to understand and respond to very specific product requests and inquiries made by customers is essential, it's part of the brand's DNA.

Cyclists connect with Rapha because they know the brand is deeply invested in the sport, including the brand's employees, who are enthusiasts themselves. Rapha's products and services are credible and trusted, so when it came to their customer experience management, Rapha wanted all interactions with customers (online and offline) to reflect its brand values on a personal level.

Connecting support channels

Before Dixa, Rapha aspired to become a global, unified team, which is demonstrated by its hashtag #onerapha. To unlock that opportunity, Rapha needed a platform that worked in the same way. They wanted a solution that did not keep channels in separate silos so the customer service team could respond to customers effectively without them having to repeat themselves.



Making CX a #1 priority

In a world with an abundance of brands and options, Rapha knew that product differentiation was getting tougher and customer experience would become the main differentiator in their space above everything else. By placing an emphasis on the customer experience, even over the product itself, Rapha knew that it would be able to become a brand that has lifetime value ingrained into its message and culture. Rapha wanted to create an experience that would keep their customers coming back for more.

Creating a seamless customer experience

Rapha's previous ways of working was really clunky. It consisted of attempting to "sticky tape" various customer inquiries across channels together. Rather than spending time and resources trying to get these different systems to work together, Rapha wanted to find software that could do it all. They wanted to implement a structure that could flow as one, allowing them to create an efficient process that would benefit their customer's experience at the same time.





The Solution

Rapha wanted a human-centric approach to communicating with customers to avoid becoming a robotic, process-driven contact center. With this aim in mind, Rapha asked Dixa to help ensure that the passion for cycling that sits at the heart of the brand could be translated into a scalable customer support experience. Above all, Rapha wanted a platform for its customer service team that would enhance its communications and show they know how to treat a customer like a friend, not just another transaction.

Improved CX with a human touch

By having all customer conversations across channels neatly organized in one system, Rapha's customer service team has more time to develop relationships with its customers instead of clicking between different systems to know the customer's history with Rapha. Additionally, being able to recognize customers across different channels by name helps Rapha further deliver the kind of personalized experience online that they provide their customers with at their clubhouses. Through Dixa's simple and unified customer service software, it was easy for Rapha to achieve the 'brand friendship' experience they've always wanted, ensuring its communications with customers is both engaging and personal.



Elimination of channel silos

As Rapha's support team no longer needs to juggle a different system for each customer service channel, agents no longer have to think about adjusting their tone based on whether they are answering a call, email, chat or social media message. Instead, the focus now lies on creating an exceptional human interaction, irrelevant of whichever channel the customer uses. In shifting the focus from approaching support on a channel basis, Rapha's agents have become more efficient and effective.



“To enhance our CX, we knew that the business needed a unified platform to reduce silos across channels and teams. Dixa's one-screen wonder has been a game changer that keeps our workflows seamless. The platform empowers the team to deliver personalized experiences with everyone working as **#OneRapha**, and our strong partnership ensures that our evolving needs are understood.

Rhys Howells, Head of Customer Service, Rapha





Customer satisfaction drives company growth

With Dixa's systems in place, Rapha continues to grow as a company. Rapha and Dixa are working together to develop and evolve the technology around the brand and its customers in order to unlock new opportunities for their relationship with cyclists everywhere



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