

CM.com

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my
JEWELLERY

My Jewellery.

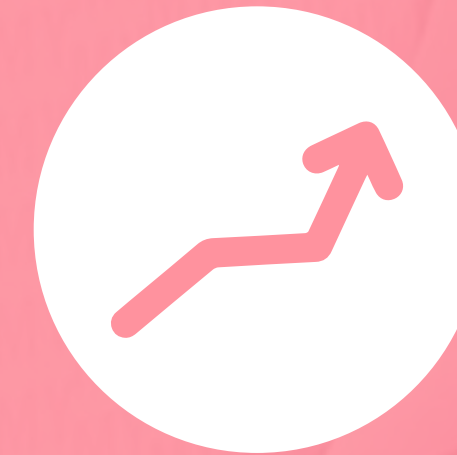
Embrace the ongoing celebration of life.

2011

Founded



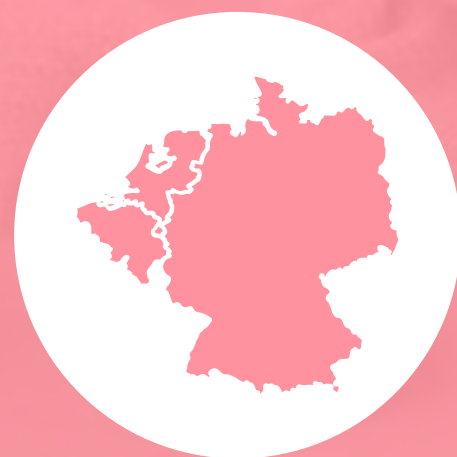
First boutique
in Den Bosch



Fast-growing
eCommerce company

20

Boutiques in
the Netherlands



Stores in
NL, BE & DE



Employees



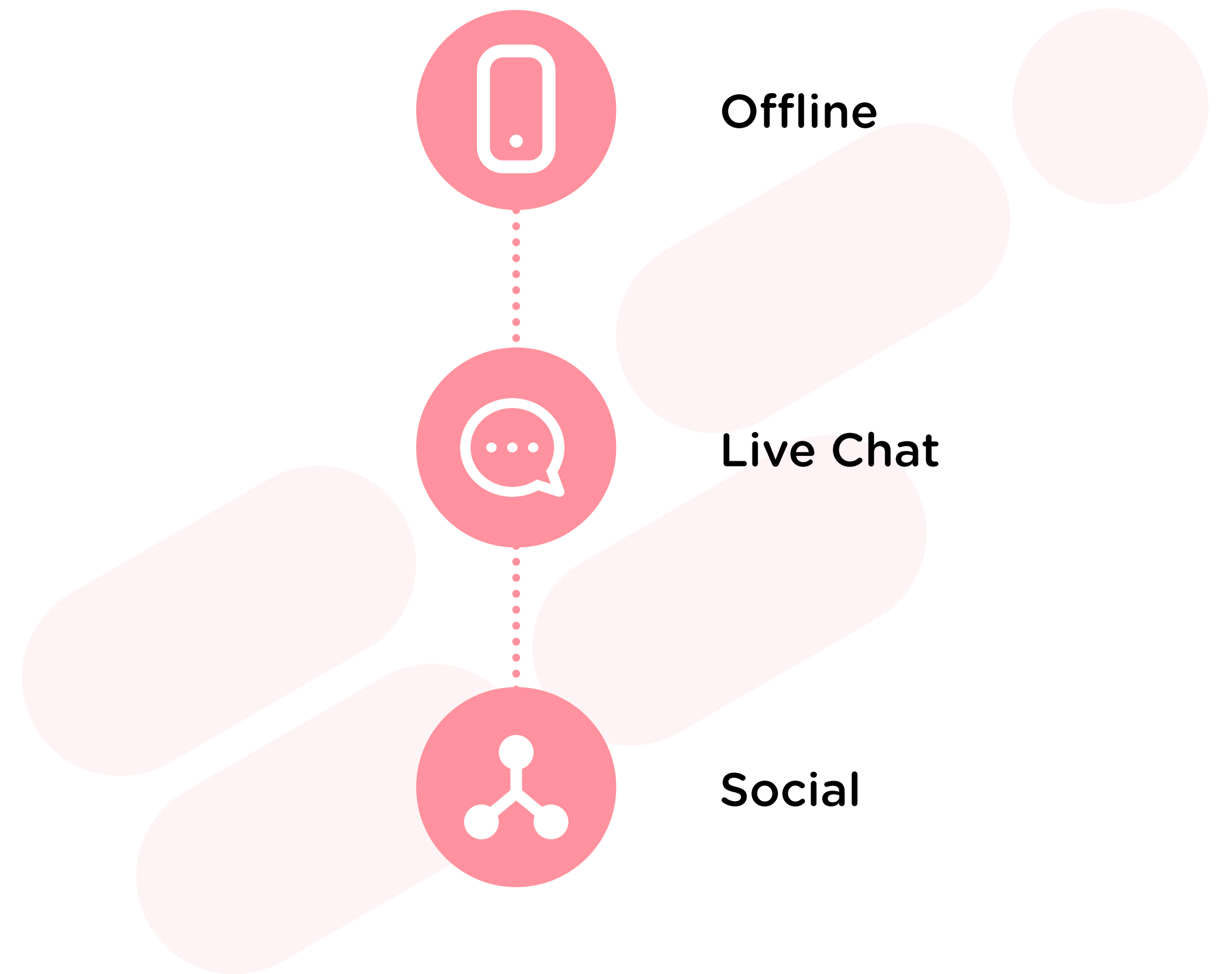
>265,000
fans



>480,000
followers



The Customer Care team at My Jewellery has three pillars, each with its own team.





Personal contact has been the **key to success** for My Jewellery since the beginning.

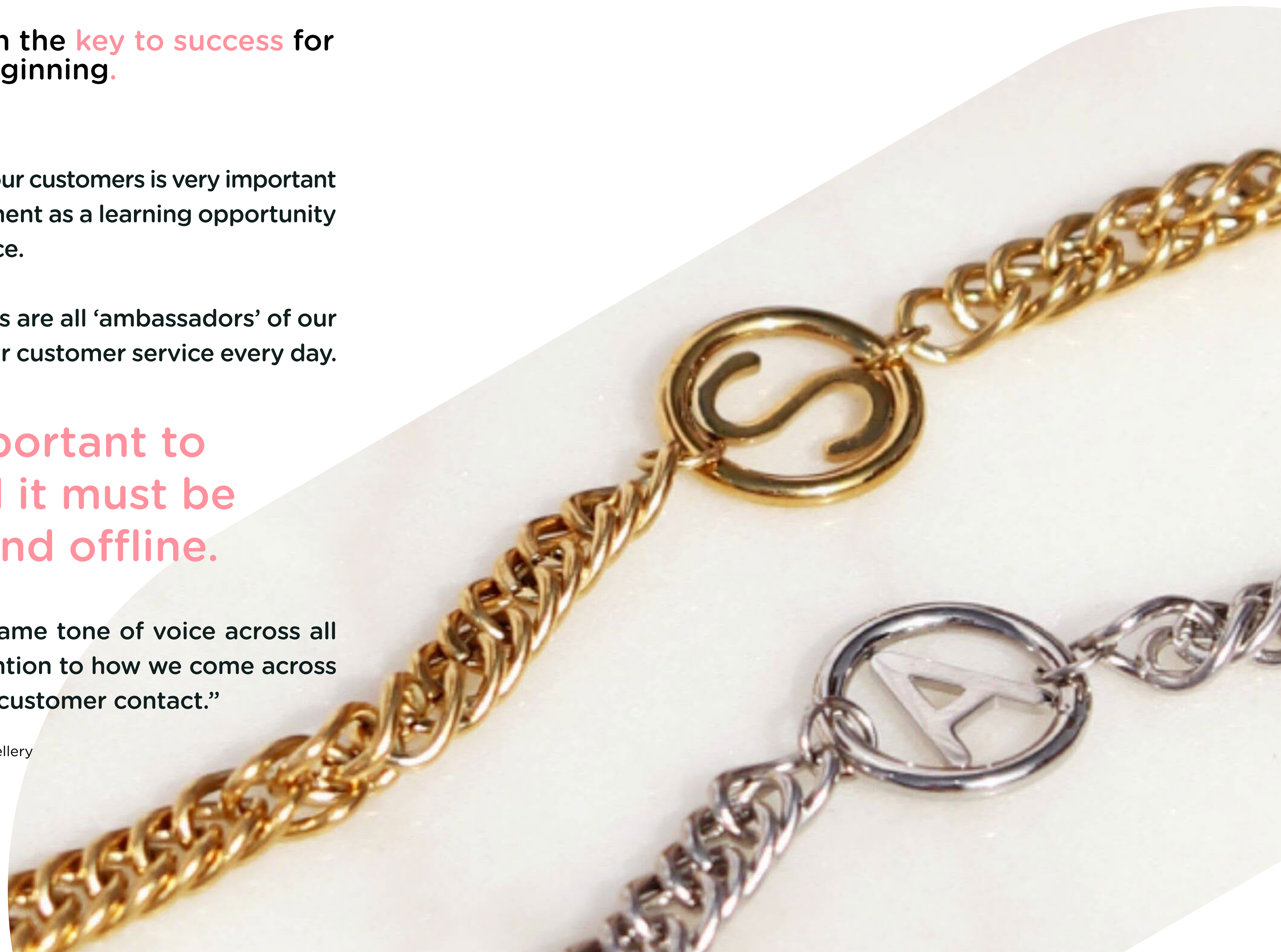
“Being and staying in touch with our customers is very important to us. We see every contact moment as a learning opportunity to improve our brand and service.

Our customer service employees are all ‘ambassadors’ of our brand and get the best out of our customer service every day.

Experience is important to My Jewellery and it must be identical online and offline.

We achieve this by using the same tone of voice across all channels and paying close attention to how we come across as a brand in online and offline customer contact.”

- Marieke van Helvoirt, General Manager of My Jewellery





My Jewellery successfully deploys Live Chat for personal contact on the website.

Average number of customer conversations, response time and satisfaction per month.



6547

Conversations via Live Chat



94%

of messages are answered within 30 sec



89%

of people are happy after the conversation

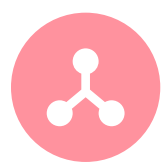
SLA: First Response Time

30 sec

Avg. First Response Time

18.2 sec





My Jewellery **wants to be present** on every platform, wherever their customers are.



“One of the main reasons for our success is the way we take care of our clients. We actually go as far as to position ourselves as a ‘friend’ in our communication. This means that as a brand we want to be present on every possible platform. So that’s not only online and on socials, but also on WhatsApp, Facebook Messenger, you name it.

The fact that **Mobile Service Cloud** allows us to be present and communicate on every platform through only one tool, makes the work so much more efficient for us.”

- Marieke van Helvoirt, General Manager of My Jewellery





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CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communications and payments platform empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers and increase customer happiness.

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