

Tailoring the post-purchase experience for the perfect fit



10k

Fewer support tickets per annum.
That's a reduction of 37%

25%

Reduction in headcount for support staff

57%

Click-through rate on post-purchase emails

25

Minute go-live after initial integration

Taking control of the Customer Delivery Experience (CdX)



Branded tracking page

64% of Dobell customers who click a link choose to visit the Dobell-branded tracking page built by Scurri.



Click-through rate

Dobell's branded tracking emails sent through Scurri Track Plus have a 57% click-through-rate - putting the brand front and centre during the post-purchase phase.



Peak engagement

12% of customers who click a link go directly to Dobell.co.uk - helping Dobell maintain strong visibility during a time of peak engagement.

Scurri Track Plus was probably the easiest go-live of any system that I've ever set up. As soon as Scurri Track Plus had been mapped to our Sendgrid account, I had it set up within 25 minutes.

David Butcher. Operations, CS & Global Logistics Manager - Dobell

Improving the customer journey while driving profit

When Dobell rebranded in 2023 with a renewed focus on their Eastbourne heritage, enhancing the customer experience while driving profitability within the business was a primary objective.

Dobell chose to implement Scurri Track Plus to enable them to own the post-purchase experience by sending branded tracking emails and providing a branded tracking timeline to customers - thereby reducing WISMO queries and driving profitability.



"We had previously fallen short of fully owning the brand's end-to-end communications. Now with Scurri Track Plus we've bridged the gap."

David Butcher. Operations, CS & Global Logistics Manager - Dobell

Immediate reduction in WISMO queries



Once Scurri Track Plus went live, improvements to the customer experience were immediate, with an overnight reduction in support tickets.



"As soon as we went live with Scurri Track Plus, customer support queries dropped. With Scurri Track Plus, we have reduced the number of tickets by an average of thirty a day, seven days a week. This reduction of over 10K tickets per annum has contributed toward our ability to reduce support headcount by 25%."

David Butcher, Operations, CS & Global Logistics Manager - Dobell

Introducing Dobell

Dobell are a leading menswear brand based in Eastbourne UK on the 'sunshine coast', that brings a fresh, fun, and feel-good approach to tailoring and prides itself on delivering an exceptional customer experience.

Strong demand both domestically and internationally for Dobell's clothing has led to consistent growth with a current turnover of £6M.

Dobell had previously reached peak turnover of £10M but maintaining profitability at scale had been a challenge. Now, following a reset during the pandemic and a subsequent rebrand, Dobell are more profitable than ever and have a renewed focus on lean growth.

Critical to the continued lean growth of Dobell was reducing customer support contacts while reinforcing the brand by taking control of the post-purchase experience.

Reinforcing the Dobell brand

Central to Dobell's vision of their 2023 rebrand has been to celebrate their Eastbourne heritage, showcasing their collections with photoshoots in the Eastbourne area. Scurri Track Plus has enabled the brand to extend these campaigns to the post-purchase phase by sending branded tracking emails with campaign imagery and branding at a time of peak engagement.

"Having been on a 4.6 Trustpilot score for many years, we're very proud to have recently gone from 4.6 to 4.7. This has all got to do with the rebrand we've done over the past twelve months, and Scurri Track Plus plays a role in supporting that rebrand and improving the customer journey."

David Butcher, Operations
CS & Global Logistics Manager - Dobell



Key results and savings

10k

Fewer support tickets per annum.
That's a reduction of 37%

25%

Reduction in headcount for support staff

57%

Click-through rate on post-purchase emails

25

Minute go-live after initial integration

Providing the right information at the right time

Key to Dobell's growth has been continued international growth. Scurri Track Plus enables Dobell to tailor communications for their North American customers. Dobell has advanced shipping strategies in place to overcome international shipping challenges, and Scurri Track Plus can support this by helping Dobell to appear as local as possible.

Furthermore, Dobell have tweaked the messaging to highlight business objectives of their choice at different stages of the customer journey. For example, selected emails link to their Trustpilot page while they've tweaked their "delivered" email to include instructions on returns.

"Improving the customer experience is about having the right information and giving it to the customer at the right point of their journey - that's what Scurri Track Plus does."

David Butcher, Operations
CS & Global Logistics Manager - Dobell

Seamless integration that reduces customer contact

Not only have support queries reduced for Dobell since implementing Scurri Track Plus, the amount of contacts per query have also decreased thanks to Scurri Track Plus.

"Because Scurri Track Plus integrates with our existing systems so easily, a customer can simply reply to the email which goes directly to Freshdesk," mentions Dave. "Rather than a customer having to click into carrier tracking emails and then click elsewhere to contact us about returns, the communication is seamless. This enhances the customer experience while also providing our customer services operators with all the order information from the original email."

Intuitive and easy to use

Scurri Track Plus offers the ability to customise messaging based on customer data, taking personalisation to new heights. Intuitive set up is also a key benefit of Scurri Track Plus. Dobell's email templates had already been created, so campaign creation took less than half an hour to set up.

"Within an hour, I fully understood how to use it. Our marketing team can change and edit emails themselves, making them very self-sufficient."

"Thanks to the commercial savings due to a reduction in customer contact & more importantly brand building by providing a seamless and accurate up front customer journey, I think Scurri Track Plus is worth every penny."

David Butcher, Operations,
CS & Global Logistics Manager - Dobell

Take control of the Customer Delivery Experience (CdX)

Scurri's easy-to-integrate post-purchase communications solution puts retailers back in control of sending own-branded communications.

[BOOK A CONSULTATION](#)

