

A Retail Revolution

Powered by hugo



CASE STUDY

Hugo is the largest specialty provider of customer support & ecommerce solutions. Providing more than just outsourcing – we offer the exceptional support and innovative solutions you deserve to reach your goals and redefine success in your industry.

A Retail Revolution

How Hugo Helped Faire Empower Independent Retailers

The Client

Faire, a dynamic online marketplace, serves as a vital bridge connecting wholesalers with a network of over 170,000 local retailers across the US, UK, Canada, and Europe. This platform champions the cause of independent businesses, offering them a robust stage to discover global brands and compete effectively with retail giants like Walmart and Amazon.

To scale the platform and support its community of independent retailers effectively, Faire partnered with Hugo, leveraging their operational expertise to produce significant process improvements.

Addressing Key Challenges

1. **Streamlining Marketplace Operations:** Faire encountered challenges with catalog digitization, affecting the efficiency of onboarding new brands and managing product listings.
2. **Bridging the Gap Between Operations & Customer Experience:** The overwhelming volume of support tickets and low-integrity listings strained the support teams, necessitating frequent one-off resolutions and leading to high turnover and low morale among staff.



An Ongoing Commitment to Shared Success

Through strategic outsourcing, Faire expanded its operational capabilities and reinforced its foundation for future growth, ensuring local businesses can confidently compete in a challenging market. Today, the company is valued at over \$12bn.

"With practically no supervision, Hugo scaled from 4 agents building 25 vendor pages weekly, to 40+ agents building 250+ pages in less than three months..."

– E. Ndour, General Manager

Hugo's Strategic Solutions

Streamlining Marketplace Operations

Hugo tackled the challenge by strategically managing the catalog digitization process, adopting cutting-edge workflow optimization and data management techniques. This resulted in:

- **Record-Breaking Onboarding:** Hugo successfully *integrated 1,800 brands* onto the Faire platform *in one month*, marking a 700% increase since Faire's early days.
- **Comprehensive Brand Onboarding:** Hugo has since facilitated the *onboarding of over 50,000 brands*, expanding the choices available for independent retailers.
- **Catalog Content Revitalization:** *Over 20,000 brand content updates* were carried out, ensuring retailers and their customers access the most accurate and engaging product information.
- **Product Information Excellence:** The Hugo team *reviewed and updated the taxonomy for over 1 million products*, enhancing the buyer's ability to make informed decisions swiftly.

Bridging the Gap Between Operations & CX

In addition to streamlining back-end operations, Faire expanded Hugo's scope to include direct enhancements to frontline vendor support

- **Supplementary Customer Experience (CX) Teams:** Hugo enhanced support by providing additional CX teams. They *introduced self-service functions*, reducing routine inquiries, and allowing Faire's teams to shift focus from fighting fires to long-term relationship-building
- **Optimized Assessment Tool:** The development of a ranking tool by Hugo *boosted throughput and accuracy by 40%*, enabling quicker and more precise vendor onboarding.
- **Resolved Complex Inquiries:** Having *settled over 2,200 complex Shopify tickets*, Hugo developed a robust, self-learning mechanism for FAQs to feed into the platform's self-service functionality.

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Let's deliver great CX. Together



Meet Megan

Ecommerce Specialist

95 Tickets Closed Per Day, 2024 Avg.



“The best kind of customer experience is proactive; reaching out to customers before the issues become problematic. It creates a more seamless experience and builds trust.”

Degree:

BSc. Business Administration, University of Ibadan

Years @ Hugo (Experience):

2.5 years

Age:

25

Professional Experience:

Hugo – Support Agent **F A I R E**

SPAR – Customer Service Representative

Passion:

Fashion, writing, acting

Fun Fact:

Megan has acted in over 30 Nollywood movies to date

Other:

Proficient in Shopify, Gorgias, Zendesk, Freshdesk, Kenchi, Hubspot, Intercom, Salesforce, Zoho, Slack, Trello

Let's deliver great CX. Together



Meet Megan

Team Lead (Ecommerce Support)

98.9% Avg. CSAT in 2024



“Data is key- customer behaviour, sales trends, conversion rates- to optimize the online customer experience. We are always looking for insights to drive customer satisfaction.”

Degree:

BA. English, University of Cape Town

Years @ Hugo (Experience):

6 years

Age:

29

Professional Experience:

Hugo – Customer Support Lead **F A I R E attentive®**

Barclays – Customer Support Lead

Passion:

Gaming, interior design, nutrition

Fun Fact:

Megan has acted in over 30 Nollywood movies to date

Other:

Proficient in Google Analytics, MySQL, Shopify, Gorgias, Zendesk, Hubspot, Intercom, Salesforce, Slack, Trello