

DELIVERING EXCEPTIONAL CUSTOMER ENGAGEMENT SOLUTIONS

Why Mon Cheri Bridals Said “Yes!” to Aumtech

About Mon Cheri Bridals: A leader in the bridal and special occasion industries since July of 1991, CEO Stephen Lang’s goals for Mon Cheri were to excel as a leading bridal gown and wedding dress manufacturer by providing not only quality products but exceptional customer relations as well. Wedding dresses were only the beginning for Mon Cheri. Today, the company produces over 20 branded special occasion product lines worldwide.

The Challenge

Mon Cheri is a B2B bridal and special occasion dress supplier for more than 1600 retailers and bridal shops across the U.S. and Canada. They pride themselves on their quality products and exceptional customer support. After the implementation of their new ERP system to help with better inventory management and cost control, the company had a very low portal adoption rate and distributors were calling into their tiny call center for assistance. CSAT was at an all-time low and customers/distributors were looking for other outlets for quality products.

As part of its 2024 CX Strategy, Mon Cheri looked to create more personalized experiences with their retail network. Their focus was to enhance CX, increase brand loyalty and improve contact at every touchpoint in the customer journey to help build lasting bonds with their support team and store locations across their network.

“Aumtech’s ability to work with our existing infrastructure made personalizing our customer service fast and easy. We were able to reset our exceptional customer service standards and offer our clients a greatly improved experience.”

Mon Cheri VP of Operations Jami Mensch



The Solution - AVVA

Aumtech’s Voice and Video Analytics

Aumtech's AVVA solution assisted MCB with its CX efforts. It helped personalize each experience with voice, video and screen sharing capabilities. MCB’s retail network could then connect with their sales and support team directly from the portal as well as with customers who were already on an existing call with an agent. AVVA also provided a fast escalation to an agent when the chatbot failed to help minimize customer frustration. No download or plug-in was required, and no change to existing infrastructure was needed. The focus was on improving the customer experience and on generating additional revenues for MCB.

Customer Experience



With AVVA by Aumtech, Mon Cheri retailers and local shops are now able to connect with the bridal and special occasion distributor to help with dress orders, verify damaged goods delivered and compare dress fabrics from different designers with their suppliers. And as part of the CX Improvement Initiative, MCB created engagement metrics to increase portal adoption, monitor customer engagement and measure AVVA utilization and benefits.

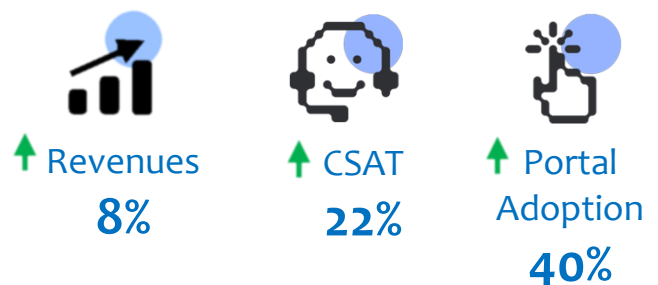
The Win

Mon Cheri was able to achieve its CX objectives by transforming its customer contact into a personalized experience with AVVA by Aumtech to enhance CX, increase brand loyalty and improve contact at every touchpoint in the customer journey to help build lasting bonds with their support team and each store location across their network.

The platform and cost scales according to demand, so Mon Cheri only pays for what is used. Plus, because AVVA is integrated easily with their ERP portal, Mon Cheri is able to personalize each customer service experience. The platform worked with the existing portal and other MCB systems and channels already in place, saving time, resources, and integration costs.



Initial Results Using AVVA by Aumtech



About Aumtech: Aumtech strives to be the leader in customer engagement solutions. Its Intelligent Communications and Collaboration platform and applications help brands transform their customer interactions into automated, personalized service experiences. When implemented, Aumtech empowers a brand's customers to self-serve, but escalate to a human when necessary to minimize any frustration.