



PAT-PATting TO SUCCESS

IdeasUnlimited is able to deliver outstanding service. They are very professional and hardworking. They also specialize in round-the-clock service. We chose IdeasUnlimited because of their overall strength, cost-efficient price, and 24-hour service. Customer satisfaction reached an all-time high.



PatPat has been one of IdeasUnlimited's most valued clients for over 4 years now, and it will always have a special place in our hearts.

PatPat is an ecommerce brand committed to providing the highest quality, ultra-chic garments and accessories for children and their families. Our mission is to provide the best ecommerce customer service possible to PatPat's customers and elevate their shopping experience.

Keep reading to find out what gives PatPat its competitive edge, how our professional relationship began, and where we are now.

Introduction

PatPat is a flourishing ecommerce business based in California and started in 2014 by Albert Wang and Ken Gao, fast friends since their Carnegie Mellon days. When Ken was expecting his first child, he noticed the scarcity of good quality, stylish yet affordable children's clothing. The rest is history.

PatPat's unbeatable edge stems from their trendy designs and their extremely popular matching clothes for all ages. Their product lines majorly revolve around clothing for children of all ages and matching outfits for the family. Branching out into related paraphernalia like maternity wear, shoes, accessories, home goods, and more, PatPat soon became an international brand with satisfied customers and repeat buyers.

Their business model has been wildly successful due to a number of factors, the most significant being the fact that they collaborate directly with the product manufacturers and therefore cut the middlemen out of the picture. Affordable design has never been so hip!

Just a year in, PatPat started being recommended on the App Store homepage due to its high ratings and reviews. In 2016, it became the Top Recommended Shopping App on the App Store's Shopping Channel. And the accolades did not stop there. In 2019, it was named the 'App of the Day' by the UK App Store.

An innovative business model is not enough for carving out your place in the apparel industry. So how did PatPat keep its customers satisfied and ensure that they returned again and again? They unsuccessfully tried to find customer support agents themselves and then came to IdeasUnlimited to help manage their support tickets. PatPat partnered with IdeasUnlimited in 2015 so that we could manage their omnichannel customer experience—through **customer support** and **ecommerce support services**—while they focused on their core competency of supplying good-quality apparel. This added value created a win-win situation!



"If not for IU's continuous support and encouragement, PatPat CSR team would not have been a success."

OPERATIONS MANAGER, IU-PATPAT

PatPat initially needed one customer support agent, but the number grew exponentially as their business flourished, thanks to our unbeatable 24 hour call center support at our **Philippines center**. PatPat now has 40 handpicked and extensively trained IU agents ensuring an empathetic, timely, and effective customer care service.

IdeasUnlimited's involvement with PatPat has increased over the years to keep up with its growth. Starting with a small group of moms in 2015, we now assist with customers in over 90 countries. IU's ecommerce customer support has improved customer satisfaction levels to 90%. This success shows how important a **well-equipped customer care center** is for continued growth of any ecommerce brand.

IdeasUnlimited's Ecommerce Customer Support

IdeasUnlimited agents are responsible for PatPat's 24/7 customer experience management through:

- Ecommerce Customer Service
- Email, Chat, and Call Support
- Order Processing Support
- Backend Support
- Marketing Support
- Social Media Support
- Online Reputation Management
- Dispute Resolution
- Ecommerce Website Development
- Quality Assurance
- Other Ecommerce Support Services

Our scalable solution easily adjusts to seasonal fluctuations, especially in the holiday season. We pride ourselves on finding **satisfactory solutions** to all customer problems and converting the most disgruntled customers into return buyers.



“Even though the call lasted for almost 2 hours, the most important thing was that I was able to convert her [the customer’s] frustration into happiness.”

TEAM LEAD, IU-PATPAT

IU agents monitor and address PatPat’s bad reviews on sites like **Trustpilot** and resolve disputes on payment platforms like PayPal. We promptly address dissatisfied customers, resolving their concerns and providing information where necessary, all the while keeping refunds to the lowest levels possible.

Our diligent and excellent management of the **omnichannel customer experience** has helped expand the customer base and grow the brand.

IU's Additional Contributions to PatPat's Success

The IU team is continuously highlighting areas of improvement in PatPat's operations and working with PatPat to rectify them.

We created templates for responses to typical cases and clearly delineated SOPs, so every customer query would be handled in a professional manner in the shortest amount of time possible.

Improving the Help Center on the website as well as overhauling its layout were also IdeasUnlimited’s suggestions, which we also helped implement. This served to streamline customer queries and make it simpler for customer to find answers to their concerns. In turn, improving customer satisfaction, especially in the busy holiday season.

We suggested adding Spanish and Portuguese languages to both the website and app. This dramatically enlarged the customer base.

IDEASUNLIMITED'S CONTRIBUTION

2015  **1200% RISE IN ECOMMERCE SUPPORT**

 **2019**



INCREASE IN CSAT SCORE
SINCE FIRST MEASURED IT

**QUALITY
SCORE**

~90%



PatPat had been plagued with quality issues, inaccurate item sizes, delayed shipping, etc. when it started operations. IdeasUnlimited highlighted these deficiencies and collected information with actionable insights for the PatPat team. This resulted in significant improvements in PatPat operations and fewer customer complaints.



“We made sure the system became properly organized and were very involved with providing reports and informative suggestions to PatPat’s general manager to improve the way we provided service to customers.”

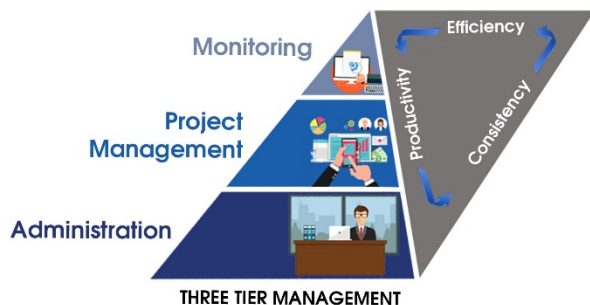
LEAD TEAM LEAD, IDEASUNLIMITED

Another major positive development in PatPat’s operations came about due to IU’s involvement. IdeasUnlimited’s pinpointing of products that had recurring customer complaints allowed sweeping improvements in PatPat’s Product Team.

IU’s managed ecommerce support services entail troubleshooting any customer and agent issues to deliver high quality service every time.

Behind the Scenes—IU Ecommerce Support Services

PatPat's ecommerce customer support is wholly managed by IdeasUnlimited through a **three-tier management structure**.



PatPat is free of the hassle of recruitment, HR administration, and staffing and scheduling since IU provides end-to-end managed ecommerce support services. We vet the most suitable candidates, test them extensively, and conduct background checks, before considering them for any of our projects.

IdeasUnlimited solely hires based on merit, providing equal opportunities to all. Our PatPat team was hired to incorporate the widest possible diversity. We place a special emphasis on facilitating and supporting working mothers. This translates into a productive ecommerce support team that delivers results consistently.

Our second tier of management are our project managers, team leads, and subject matter experts, who ensure all agents are fully trained and capable of handling myriad customers, so all the performance metrics are consistently met and customer satisfaction levels are high.

IU has created a training program and a Performance Improvement Plan (PIP) to ensure all agents on PatPat deliver a consistent level of ecommerce support par excellence. PatPat wants the best ecommerce customer service, great productivity and efficiency, and a cost-effective team—and we deliver all of that.

The quality assurance team creates a third tier of monitoring. All customer interaction is monitored and scored on the CSAT tool and weekly KPIs serve

as performance benchmarks. We also conduct a weekly analysis of all agents' productivity to highlight gaps. Hence, PatPat gets a detailed and transparent insight into our team's performance on a weekly basis. One-on-one coaching is then carried out by IU Team Leads to ensure all the agents meet and exceed the KPIs set by the client.

Our team's ecommerce support experience and strong command over the SOPs contribute to our laudable CSAT scores. This is the reason why we have long-term working relationships with all our clients.

At the backend, recognizing, nurturing, and rewarding merit has fostered a strong ecommerce customer service team at IdeasUnlimited that consistently delivers results. Our company-sponsored team-building and annual events, appreciation certificates, regular annual increments, and performance-based bonuses to celebrate all milestones helps us maintain a happy and satisfied call center support team.

PatPat in turn recognizes our agents' added value through performance bonuses at the team and individual levels. Our work relationship is thus mutually beneficial. We create value for them, so they reward us in return.

The Road Forward

PatPat has assured us that **IdeasUnlimited** will be their partner of choice when they start a new brand or venture. Our results speak volumes for themselves.



"I see the IU-PatPat relationship taking both companies to higher grounds in the future."

NICK, MANAGING DIRECTOR, IDEASUNLIMITED



Sarah Valay-Nadeau
1 review



5 days ago

great customer service

Glen was outstanding in dealing with my issue with my order. Amazing customer service !



denise norbury
2 reviews



11 hours ago

Rohanie resolved my issue straight away...

Rohanie resolved my issue straight away and without complaint, thank you for doing this and your courtesy.



Maarquel Durici
1 review



This company is beyond fabulous

This company is beyond fabulous. Their customer service department went above and beyond.



Rahela Rozman
1 review



2 days ago

Very content

I am extremely satisfied. This is one of rare sites, where in their Help Center, they instantly answer you if you have any problem or question regarding your order. I would like to mentioned HAZEL B., who helped me resolve my problem.

TRUSTPILOT REVIEWS OF OUR TEAM



Jerria Peacock
1 review



13 hours ago

Mailing Issue Resolved

Even though I made an error when typing out my address and my package got lost in the mail, I received a voucher and was able to reorder. I was very relieved! Thank you PatPat!



Mindy
1 review



2 days ago

This company is amazing!!!!!!

This company is amazing! Their customer service goes above and beyond to make sure you are satisfied. I have been a loyal customer for year and will continue to choose PatPat for all my unique and superior quality gifts.



Missi Allen Hunsucker
1 review



6 days ago

Great products and customer service.

Great products and customer service.



Charlotte Martorana
1 review



6 days ago

Very helpful with questions and the...

Very helpful with questions and the products sent are very cute!!

