Applozic

Look At Me Fashion Increases User Engagement & Retains More Customers with In-App Chat

320%
Increase in screen views

28%
Increase in session length

50%
Increase in user sessions

OVERVIEW

A combined shopping and fashion discovery app wanted to bridge the gap between stylists and customers using a more robust conversational experience. Applozic enabled them to build a personalized chat platform that increased engagement and retained more customers.

BACKGROUND

Abhishek Jaiswal, product lead and architect, and his dedicated team of developers, created an app that aimed to bridge the gap between online and social eCommerce.

Their resulting brainchild, Look At Me (LAM) Fashion, is an all-in-one social shopping app focusing on women's fashion. A combination of a 1:1 fashion concierge, personal styling consultant, and online store, the app aggregates targeted collections from all major eCommerce platforms in a single space, while offering a dedicated spot for customers to consult with professional stylists.

Connect users, stylists and consultants across the entire app experience with a new communication strategy

Abhishek says that LAM mostly struggled with connecting users with their chosen fashion stylists and consultants, leading to decreases in engagement and early exits.

By focusing primarily on hand-picked, personalized choices — and using those choices to actively determine the shopping experience — the entire team at LAM knew they needed a new strategy to start connecting users and stylists on a more meaningful, active level. They suspected this would help boost not only customer engagement, but also provide a more personable experience for shoppers: one that customers would normally expect to find only in a physical store.

To make this ambition a reality, Abhishek and team investigated how to develop a chat widget — specifically, a completely customizable in-app chat solution that would connect users easily, and enable them to converse with fashion stylists and consultants.

But, their search came with another big problem: there were dozens of in-app developers on the market, claiming to focus on helping small businesses and large alike to scale and grow.

Unfortunately, these solutions promised timeframes that were too long, too broad, and too expensive.

Because of this, LAM would have to invest in an in-app chat and messaging solution that could take potentially months to build and ship.

Like most ambitious companies in the industry, Abhishek and team didn't have time on their hands.

They needed a chat platform that would engage their users as quickly as possible, and allowed them to customize and personalize based on what they wanted, not what their chosen platform would allow them to do.

The answer: a chat solution their team of developers could customize, build and ship in hours, not months. One that would help them engage with their thousands of users, and give them the time they needed to focus on what they're meant to do as a rapidly growing eCommerce platform.

> "The speed of integration and the increase in app session length as a result of in-app chat between users and fashion stylists is a boon for us. Love the customizability of Applozic's messaging solutions.

Abhishek Jaiswal
Product Lead & Architect

THE SOLUTION

Making online shopping personable, responsive, and engaging for customers and stylists with in-app chat

When Abhishek discovered Applozic, he was immediately drawn to features that would help LAM create an in-app chat solution that was not only customizable and easy to build, but featured layered security and capabilities that would scale with their business as they grew.

This was key for LAM, as they were focused on making exceptional conversations possible between shoppers and stylists, but also boost engagement and longer session times on their app.

After searching far and wide for a general chat widget, Abhishek and team realized that a complete chat platform was what they needed to help them reach their goals.

Once they started using and implementing Applozic Messaging SDKs, LAM laid out and conquered multiple milestones with in-app chat:

- Develop a personalized stream of communication between shoppers and stylists, leading to higher revenue intake and increased engagement

- Enable users to send specific requests, questions, and receive feedback and tailor-made suggestions in turn from their stylists

- Use set reminders to allow fashion consultants and stylists to deliver notifications, all relevant to the individual customer

- Provide speedy integration capabilities to allow for broader growth and adaptation

- Gain access to a reliable, scalable backend that grows alongside the business, complete with up-time guarantees and end-to-end data protection

With a multitude of chat features that successfully connects users, stylists and consultants across all touchpoints of their app, Abhishek and team found a near-immediate increase in customer retention, engagement, and boundless satisfaction from their customers.

Needless to say, they were delighted with the results.

THE RESULTS

Better customer retention, increased session time, higher revenue intake, and making exceptional user-onboarding experiences possible — all with in-app chat

After successfully building and implementing their new chat experience, Look At Me Fashion continues to flourish, using Applozic Chat SDK to program direct in-app chat between users and stylists, all while making the shopping experience memorable from first interaction to last.

When asked about how he's using Applozic today, Abhishek responded with nothing short of excitement, explaining how his entire team uses their messaging solution to leverage in-app chat for user onboarding and guided walkthroughs.

Abhishek recalls how incorporating a chat SDK that's easy to shape, customize and personalize for every customer experience is one of the most vital parts of choosing Applozic.

His developers were able to easily learn how to build a chat platform unique to their brand, by using in-depth data that passes valuable information to stylists and consultants. This allows them to shape the customer experience without the extra pressure of asking more questions than needed.

Abhishek also reported how they've experienced increased in-app session length, on top of a direct correlation between session length and in-app transactions.

To date, he's continuously building on Applozic by adding integrations, push notifications, and additional features to grow and optimize their industry-changing platform.

Discover how you can build deeper connections between your brand and users with our customizable, flexible, and scalable Chat, Video & Voice SDKs.

Schedule a personalized demo with us at www.applozic.com