



aspentgi

Simplified Solutions for Retail

Global Reach
Without The
Complexity

STELLA&DOT

Executive Summary

- Stella Dot has an award-winning design team that handcrafts pieces with care in NYC and Sausalito. We obsess over every detail, creating custom facets for each stone, beading by hand, and fabricating unique metal components you won't find anywhere else.
- A key goal is to help women be their own boss, on their own terms. Stella & Dot is more of a community than a company, more of a movement than an old-school business. Here, we believe in you doing you, better than you've ever done before. And nothing is more gorgeous than that.

Challenges

- Unreliable provider with feature gaps
- Multiple instances to manage
- Dis-jointed customer experience across channels
- Access to granular reporting data

Why They Chose AWS

- Globally available reliable solution
- Ease of use
- Seamless Integration to Kustomer Omni-channel CRM

Why They Chose Aspen TGI

- Strong references and track record of delivery
- Recommended to Stella & Dot by Kustomer

" You guys are amazing and really have your stuff together! "



Partner Solution

- A 50 seat customer experience center with agent locations in USA, CAN, France, Germany, UK and Ireland.
- Deployed a single instance of AWS Connect with numbers ported over for each of the country locations.
- AWS services used to complete the solution include Connect, Lambda, S3, Kinesis, and Athena.
- Additional applications used were Kustomer for Omni-channel CRM and Excel for granular reporting. Excel reporting was based on dynamic access to all data using ODBC from Athena. Excel reporting data includes that from both Kustomer and Connect.
- Stella Dot is able to simply manage a global contact center solution. Aspen TGI does provide ongoing support of the solution provided.
- The ROI is based on functionality that allows Stella Dot to quickly manage and provide full access to reporting data that was not available before. They do not have a specific number as these were just not functions in the other system.

Next Steps

Based on the success of the initial system Stella Dot is able to start looking for solutions to further enhance the offering in place. The enhancement will drive hard ROI value like handling more customers with same agents, provide better staffing and create an overall better customer experience.

About the Partner

Aspen Technology Group Inc (TGI) is a US based provider of customer experience solutions based on the integration of CRM and cloud contact center solutions. Aspen TGI provides customer experience consulting, high touch deployments and ongoing support for all products included in the end state solution. Customer experience and continued partnership with our customers is a priority for us.

