

case study

Client Overview

Brand: **Urban Drift Co.**

Industry: Streetwear & Casual Apparel

Platform: Shopify

Market: International

Urban Drift Co. is a fast growing online clothing brand specializing in minimalist streetwear and everyday essentials. Known for frequent product drops and strong social media traction, the brand experienced rapid growth within a short period of time.

However, this growth came with increasing pressure on customer experience operations.



The Turning Point

Urban Drift Co. realized that customer experience was no longer a support function, it had become a critical part of brand reputation and retention.

The brand partnered with **Voodesk** to bring structure, speed, and reliability into their **CX operations** while maintaining a consistent brand voice.

The Challenge

Urban Drift Co.'s success led to a surge in daily orders, customer messages, and post purchase inquiries. Their small internal team struggled to manage the growing demand, especially during sales campaigns and new product launches.

Key challenges included:

- Large spikes in customer inquiries during product drops
- Delayed responses across email, live chat, and social platforms
- Repetitive order-status and shipping related questions
- Inconsistent customer replies due to lack of structured CX processes
- Internal team burnout and operational overload

As customer expectations increased, the brand needed a fast, scalable CX solution that could support growth without damaging the customer experience.

The Solution

Voodesk designed a scalable, performance driven CX setup tailored to Urban Drift Co.'s high growth e-commerce model.

Voodesk's Approach Included:

- Deployment of a dedicated CX team trained specifically on Urban Drift Co.'s products, policies, and tone
- Implementation of fast-response workflows to handle high-volume inquiries efficiently
- Management of customer communication across email, live chat, and social channels
- Streamlined handling of shipping delays, order tracking, exchanges, and refunds
- Introduction of internal tagging and prioritization systems to reduce response backlogs
- Consistent reporting to track response times and customer satisfaction

The focus was not just speed, but clarity, consistency, and customer confidence.

The Results

Within the first 60–90 days of partnering with Voodesk, Urban Drift Co. achieved measurable improvements across all customer experience channels:

- <15 sec** **Live Chat response time:** under 15 seconds, ensuring real-time support during peak traffic periods
- <30 min** **Email response time:** under 20 minutes, significantly reducing customer wait time
- <2 min** **Social & WhatsApp response time:** under 1 minute, enabling fast, conversational customer interactions
- >96%** **Customer Satisfaction Score (CSAT):** consistently maintained at over 96%

These improvements led to fewer follow-ups, smoother product launches, and increased customer trust, allowing **Urban Drift Co.** to scale without compromising service quality.



Client Feedback

“Voodesk helped us bring structure to what felt like chaos. Their team handled high volumes effortlessly while maintaining our brand tone. The speed and consistency they delivered made a real difference during our busiest months.”

— Head of Operations, **Urban Drift Co.**



By responding on live chat in under 30 seconds, Voodesk creates real “**Happiness Moments**,” turning quick support into instant customer satisfaction and leaving customers feeling heard, helped, and genuinely happy.

Conclusion

By partnering with Voodesk, Urban Drift Co. successfully scaled its customer experience alongside rapid business growth.

Through fast execution, structured processes, and e-commerce expertise, Voodesk enabled the brand to maintain high service standards without increasing internal workload.

Today, Urban Drift Co. continues to scale with confidence, supported by one of the fastest and most reliable customer experience teams in the e-commerce space.

With sub minute response times and a 96%+ CSAT, Voodesk remains a trusted CX partner for high growth brands, consistently delivering fast, reliable support that customers genuinely love.