

Sophie Faris

How luxury jewelry brand Sophie Faris reduced customer complaints by 90% while maximizing premium brand experience.



90%

Decrease in customer complaints

30%

Decrease in Return Rates

15%

Increase in Repurchase Rates

12%

Increase in Net Profit

THE CHALLENGE

In May 2019, Sophie Faris was worried that her company's net profit was falling despite increasing sales. Sophie Faris had a high percentage of shipping complaints that resulted in high return rates and negative reviews on its online website. Sophie suspected that about half of the shipping complaints were false. For example, some customers ordered multiple pieces of jewelry from Sophie Faris and later claimed that they only received part of the items. In such cases, Sophie Faris had to send new products to customers for free.

THE SOLUTION

In July 2019, Sophie Faris started using MARQ to save operational costs arising from customer complaints. By sending packaging videos to customers, Sophie Faris could avoid false customer complaints and minimize the risk of costly disputes by verifying every transaction. In addition, more customers started to appreciate additional touchpoint created by the packaging video and Sophie Faris' transparent packing process.

THE RESULT

In the first 6 months of using MARQ, customer complaints decreased from 160 to 18 per month (90% ↓). Also Sophie Faris' return rates decreased from 15% to 10% (30% ↓) because customers could now see that their items were being handled with care. By providing unique customer experience, customers became more loyal and increased repurchase rate from 12% to 14% (15% ↑). As a result, quarterly net profit increased from \$530,000 in Q4 '18 to \$600,000 in Q4 '19 (12% ↑)

ABOUT

Founded in 2014, Sophie Faris has built a handmade designer jewelry brand that has grown to become a true leader in the jewelry market for 2030 consumers. In 2019, Sophie Faris had an annual sales of \$10M and net profit of \$2M.

*Jewelry industry,
Chicago, USA*



“What MARQ provides is game-changing for companies like Sophie Faris. 90% of shipping complaints disappeared after using MARQ.”

Sophie Faris – CEO