

The logo for Nykaa.com, featuring the word "NYKAA" in a stylized, pink-to-orange gradient font, with ".COM" in a smaller, white font to its right. The background of the top section is a dark blue-grey collage of various beauty products like lipsticks, brushes, and compacts, with faint heart and star shapes scattered throughout.

NYKAA.COM

Nykaa – Handling 1.6 Million Unique Conversations in Just the First 30 Days of Using Verloop.io

6 Mn+

**Total Chats
Handled**

64.21%

**Bot Deflection
Rate**

~2.2x

**Increase in Customer
Engagement**

Nykaa, a beauty, fashion startup evaluated at \$1.2 Billion, is a go-to destination for online beauty and wellness. Founded in 2012, Nykaa offers a comprehensive selection of cosmetics, skincare, haircare, fragrances, bath and body, luxury and wellness products for women and men. Recently, Nykaa has also added fashion to its forte to wow its customers further.

Known for its quality and authenticity, Nykaa does all-it-takes to ensure a positive customer plus buying experience. Nykaa is well aware of its customer pulse. Using the fact that customer's love self-service over having to wait for an Agent to its benefit, Nykaa decided to automate the parts of customer support that were automatable thus finding more time to focus on other important aspects of customer experience.



Seamless Conflict Resolution

Previously Nykaa used emails and query forms to follow up with customers during a conflict resolution. With Verloop.io, Nykaa is able to use bot-qualified questions to handle repetitive requests ranging from cancellations, returns, shipping inquiries, replacements concerns, refunds and payment hassles for its customers on its app.

Verloop.io's broad range of integration options also enabled Nykaa to experience a smooth transition while switching from one software system (eg. Ticketing Software., CRM, etc.) to another without missing the context.

Prior to implementing Verloop.io, Nykaa customer service executives spent over 32,000 staff hours a month answering and replying to support queries

Customer Engagement Game Just Got Stronger

Customers were also given a button called 'Beauty Advice' that they could click to talk to one of Nykaa's in-house-experts who would handpick products based on an individual customers' requirements, eliminating the need to manually assign conversations.

This was feasible via the chat threads that Nykaa was able to create on Verloop.io to offer personalised experience for its customers.

Over 90% of the customers who participated in these conversations rated the Verloop.io bot as highly favorable or excellent.