

JONAK

PARIS

X



Onepilot

How Jonak increased its customer satisfaction rate by +25% by outsourcing its customer service.

[Onepilot success story](#)

Context

In 2021, Jonak launches a post-Covid tender. **The pandemic has boosted the brand's digital sales** (40% of total sales to date). As a result, **order volumes are up, but so are the number of tickets**. Against this backdrop, a solution had to be found quickly for the brand, as the 2 in-house customer service staff were no longer sufficient.



Jonak in a few words

- Manufacturer of **high-end fashion shoes for women**
- **Family business**
- **Founded in 1964** in Paris
- **60+ stores** in France
-  **website**



Customer service at the heart of Jonak's strategy

- For Jonak, customer experience is the most important factor in **creating a lasting bond with customers and building.**
- **Customer feedback is essential to the company's development**, enabling it to continuously improve its products, sales pitch, website, etc...



Key issues

Deliver exceptional customer service at any time of the year by providing answers:

- **Homogeneous**, regardless of the point of contact (digital or physical)
- **Omni Channel**
- **24/7 Coverage**

With a constraint of **not having a delocalized customer service department** to guarantee a perfect understanding of all customer issues.

The Solution

Onepilot

Customer service
outsourced, reinvented

"We chose to outsource part of our customer service with Onepilot because they combine agents with their proprietary AI-based technology that allows us to respond to all of our requests by email or phone."

Lisa Nakam
General Director
de Jonak



Solution Made in France

Carefully selected and trained **native agents**



available on **all channels 24/7**



Proprietary Technology

The Onepilot platform enables us to **allocate human resources where needed**, offering unrivalled **quality**, a highly **competitive cost** per ticket and total alignment with our customers' interests.



Expert of Retail & E-commerce

•
+200
Clients



Service 100% flexible

•
Every
tickets
Level 1,2
ou 3

•
Every
tickets
mail, chat,
calls, RS...

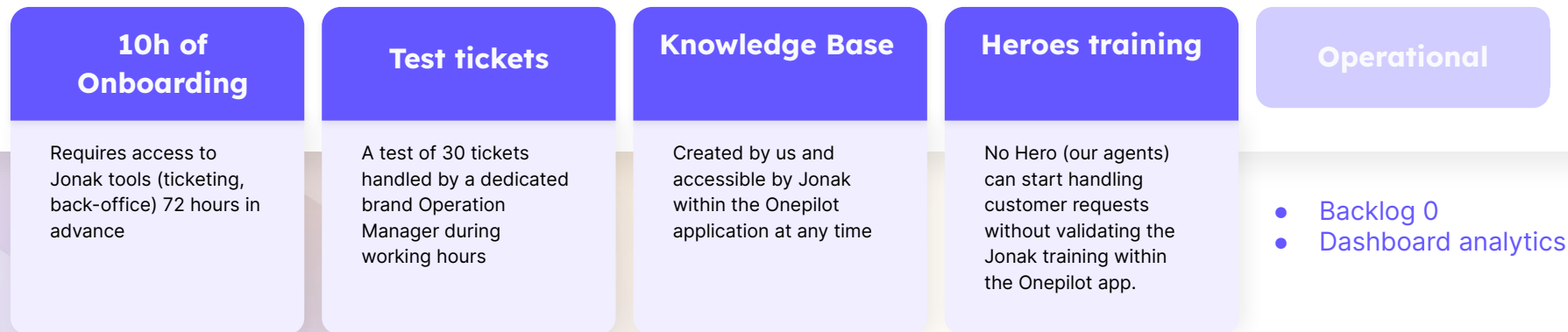
•
24/7
Activation
inf. 24h





A turnkey onboarding solution for Jonak

The Onepilot service was implemented in just 10 days. With over **200 onboarded customers in various industries**, we developed an efficient process for training agents to respond to customer tickets.



Centralization and management of Jonak customer requests on the Ticket Center Onepilot

Proprietary technology **natively integrated with Jonak's** ticketing tools to achieve optimum service levels. **All Jonak customer requests are centralized on the Onepilot platform**, enabling external agents, "our Heroes", to respond directly to requests efficiently and increase productivity.

The screenshot displays the Onepilot interface for a customer request. The top bar shows the ticket ID "JONAK #1910197" and a "FINISH MY SHIFT" button. The main content area is divided into two panels. The left panel shows the customer's message: "Hello! I ordered 0042947252 from you two weeks ago. Unfortunately, the parcel was received damaged, and I decided to send it back to you with the delivery note included in my order. I sent the parcel back a week ago (October 19...) and I haven't heard anything. Can you tell me if I'll get my money back, and when? Thank you very much Camille Durand". The right panel shows the ticket details, including the case title "#306 • Product exchanges, returns and refunds" and a list of recent events. The events list includes: "25/10/2022 Treatment in progress", "24/10/2022 Receipt of a return package.", and "19/10/2022 Package delivered". At the bottom, there is a "TICKET" button and a "KB #000" link.

JONAK #1910197

My order still hasn't arrived

CLIMB

BILL THE TICKET

cam.durand@pm.me

28 Oct. 2022 11h34

Hello!

I ordered 0042947252 from you two weeks ago

Unfortunately, the parcel was received damaged, and I decided to send it back to you with the delivery note included in my order.

I sent the parcel back a week ago (October 19...) and I haven't heard anything. Can you tell me if I'll get my money back, and when?

Thank you very much
Camille Durand

AI suggestion

306 Product exchanges, returns and refunds

RETURN ESC

#306 • Product exchanges, returns and refunds

Case 1: Exchanges and feedback

Case 2: What's the status of m

Shopify add-on

No. Commande	Status	Items	Total	Paiement
0042947252	Delivered	2 Items	180,99€	Paid

Recent events

- 25/10/2022 Treatment in progress
- 24/10/2022 Receipt of a return package.
- 19/10/2022 Package delivered

1 Check the date of receipt of the package

Package received more than 7 days ago

Package received less than 7 days ago

Send the following macro:

Hi Camille

I have read your e-mail and the whole team thanks you for your confidence.

TICKET

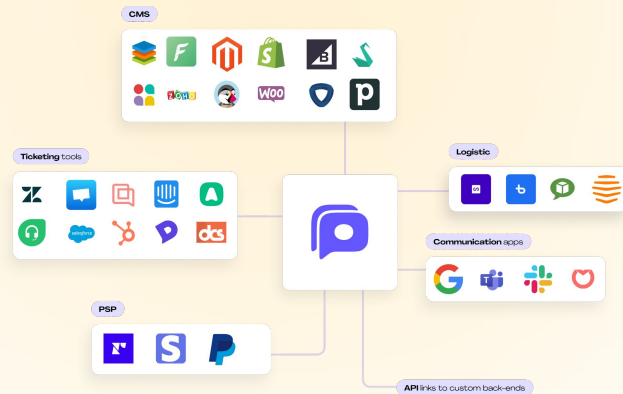
BACK OFFICE

PAYMENT

OTHERS

KB #000

FINISH MY SHIFT



Connecting our platform to over 50 tools to improve our agents' **efficiency by 200%** compared with the state of the art.



Creating an intelligent knowledge base

Centralization of Jonak's knowledge on the Onepilot platform, enabling us to achieve a ticket **escalation rate <2%**.

The screenshot displays the Onepilot customer service interface. On the left, a chat window shows a conversation with 'cam.durand@pm.me' dated '26 Oct. 2022 | 11h34'. The chat history includes a greeting, an order confirmation with ID '0042947252', a complaint about a damaged parcel, and a request for a refund. Below the chat, an 'AI suggestion' box highlights '306 Product exchanges, returns and refunds'. On the right, a 'Customer' panel features a search bar and a list of knowledge base articles. The list includes categories like 'Intro / Process / Tools / Contact / Contact', 'General information', 'Creating / modifying / deleting a customer account', 'Sponsorship program', 'Membership: how it works, verification, termination, etc.', 'Request delivery information before ordering (means, zones, costs...)', 'Requests for brand information (products, stocks, shelf life, commitments, etc.)', 'Credit notes, discount codes and rebates', 'Defective product: damaged, broken, expired...', 'Credit notes, discount codes and vouchers', 'Order modification', 'Order tracking', and 'Delivery problems, delays and orders not received'. At the bottom of the interface, there are buttons for 'TICKET', 'BACK OFFICE', 'PAYMENT', 'OTHERS', and 'KB #000'.

My order still hasn't arrived

CLIMB

BILL THE TICKET

FINISH MY SHIFT

Customer

Code	Name
000	Intro / Process / Tools / Contact / Contact
001	General information
002	Creating / modifying / deleting a customer account
101	Sponsorship program
102	Membership: how it works, verification, termination, etc.
103	Request delivery information before ordering (means, zones, costs...)
201	Requests for brand information (products, stocks, shelf life, commitments, etc.)
202	Credit notes, discount codes and rebates
301	Defective product: damaged, broken, expired...
302	Credit notes, discount codes and vouchers
303	Order modification
304	Order tracking
305	Delivery problems, delays and orders not received

TICKET

BACK OFFICE

PAYMENT

OTHERS

KB #000

All Jonak's customer service scenarios have been scrutinized and entered into the **Onepilot knowledge base**.

More than 200 are currently listed, from **returns management to refunds and exchanges**. This database is used by both in-house teams and Onepilot agents.

The aim? **To guarantee the same quality of service on both sides. Regardless of the incoming channel used** by the customer: email, Whatsapp, contact form, telephone... Each time, an agent responds, drawing on the shared knowledge base.



Agent training on the Onepilot Academy


Learning **management system** integrated with the Onepilot platform

Initial and ongoing training for Onepilot agents

We produce videos and quizzes to train our agents on the Jonak brand in a fun and effective way, and make them available on the Onepilot Academy.

This system enables us to achieve

Quality Score (QC) > 95%



What is Jonak?

- Jonak is a brand that offers a multitude of shoes with quality finishes!
- Leather products, made in Europe (Portugal, Spain, Italy). A brand that tries to be creative with "fair" prices.
- Boutiques all over France and online sales all over the world.

[Web Site](#)

[QnA](#)

[< PREVIOUS SLIDE](#)

[NEXT SLIDE >](#)

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A one-click service

Perfect extension of Jonak's in-house teams

Timeslots	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
07h-09h	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
09h-11h	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11h-13h	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
13h-15h	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
15h-17h	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
17h-19h	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
19h-21h	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
21h-23h	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
23h-01h	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

*"The **tool is completely flexible**. Every week, our customer service manager activates the time slots for which she needs reinforcements, based on our forecast activity. This organization helps us during our big peaks of activity. On our biggest Black Friday, we recorded 10 times more business than on a normal day. That's why we use Onepilot at that time".*

JONAK
PARIS

Lisa Nakam
General Director

Results

Jonak X Onepilot

Set-up

Ressources:

2 ETP, Zendesk,
Wshop, Global-e

**Instant responses on
all their channels:**
Mail, Social, DM

Instant, human responses with a high level of expertise 24/7



Getting to grips with Jonak processes

Exchanges, returns and refunds
Product information requests
Delivery problems, delays and orders delivered but not
received
Order management and refunds
Gift cards, promotional codes and commercial
gestures



KPI

Tickets processed : 100%
Conversion rate (pre-sales tickets) : 42%
Recontact rate : 9% (vs 32% avant Onepilot)
CSAT: 98% (vs 83% avant Onepilot)
Average time to 1st response : 6min. (vs 24h. avant
Onepilot)

*"We initially decided to test Onepilot for 1 month before taking the plunge 100%! We're very
happy with this partnership, which has enabled us to concentrate on other matters! The quality
and responsiveness of Onepilot heroes is spot on! It's great :)"*

JONAK
PARIS

Lisa Nakam
General Director



The collaboration in figures

1 year of our
fruitful
collaboration

30k
tickets solved

Unparalleled
satisfaction

98%
CSAT

Quality
response

9%
Recontact
rate

The best
conversion
rate
in the industry

42%
conversion
rate

Quick
response

6 min
average time to
first response

Perfect flexibility
to attract top
talent

100h
Performed
/heroes/mont
h



Development ambitions...

After a year in operation, the system has proved its effectiveness. Before 2021, the customer satisfaction rate was 65.8%. After 2021, it reached 82.3%.

Increase in
satisfaction
rate

+25%

"This increase can be explained by the fact that customer service teams are responding faster and better. Quality customer service is crucial to a brand's reputation. It builds consumer loyalty, which is a major challenge for e-commerce players".

JONAK
PARIS

Lisa Nakam
General Director

Onepilot is now present in 8 countries, with 800 local and native agents. Jonak plans to **delegate further processes in France, and also to include its international business**, as the brand is present in **Belgium, Luxembourg, the Netherlands and Italy**.





Thank you!

Made with ❤️

Pierre Latscha
Co-founder
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