



Orglamix subscription boxes include a variety of handcrafted, vegan beauty goodies

MESSAGE MATE SUCCESS STORY

Orglamix Cosmetics Discovered More Conversions
While On A Quest For Amazing Customer Experience

ORGLAMIX TEXTING SUCCESS

Orglamix founder Cheri Tracy no longer spends hours on the phone with customers or answering emails. With texting she leverages her time better, makes customers happy, and increases conversions. Orglamix uses Message Mate, a Shopify app for safe, scalable texting with customers.

o r g l a m i x

THE COMPANY

Location
Chicago, Illinois

Type
Organic Costmetics

Web Site
www.Orglamix.com

Leadership
Cheri Tracy

Platform
Shopify



Cheri Tracy, founder & CEO

MEET CHERI & ORGLAMIX

When Cheri Tracy started her cruelty free cosmetics store on Etsy in 2011, it sold one product – eyeshadow and it was an instant success. Since then, the small batch, eco friendly makeup line has grown by leaps and bounds.

Orglamix is now on Shopify and sells a whopping 600 products and a monthly beauty subscription box. Sales are at 6 figures and growing! All while keeping its promise of vegan friendly and cruelty free. Products are still made in small batches with healthy ingredients.

While Cheri has a bit of help these days packing and pulling orders, it's still very much a small, handmade business. Success has come from bloggers, makeup artists, and, most of all, devoted customers who spread the word about Orglamix and contribute to the overall success of the brand.

Cheri knows customers are Orglamix's most important asset and she won't settle for anything less than excellent service. But, as her business grew, Cheri needed a more scalable way to support customers without losing the personal touch.

THE CHALLENGE: IN SEARCH OF EXCEPTIONAL CUSTOMER EXPERIENCE

As every good seller knows, being accessible to customers creates trust. Like most ecommerce shops, Orglamix had an email and a phone number. However, phone calls became a big time commitment, limited by hours and taking away time from creating great products. Custom emails take too long to write and can be frustrating because of their 30% open rate (at best). Cheri was using calls and email but neither were convenient and neither created a “wow” experience for customers.

At some point, Cheri considered adding live chat, but decided against it since she would need to hire additional staff to respond immediately like customers expect. Plus, once a customer leaves the live chat, they’re gone forever.

Aware that more than 58% of purchases now come from mobile [Shopify 2017 data], Cheri wanted the most mobile friendly solution – live chat definitely does not check that box. In Message Mate, Cheri found the mobile experience phenomenal: simply click and your texting app opens.

58% of Shopify sales are on mobile

Tobi Lütke - CEO, Shopify, April 2017

This stat underscores the need for smooth mobile accessibility, best achieved through text messaging

SOLUTION: DISCOVERING MESSAGE MATE – THE PERFECT MOBILE SOLUTION

When Cheri found the Message Mate app on the Shopify store, it checked all the boxes for her:

As modern communications go, texting is as personal as it gets. Texting is super easy for customers. It's basically the only way millennials communicate and just about everyone at any age, knows how to use it.

Message Mate includes all the features Cheri needs to respond at scale with a personal touch. She receives incoming texts to her email, dashboard, and phone and typically replies from her phone via text (even business owners prefer texting!).

Cheri replies to customers within 10–15 minutes. Though customers are perfectly happy (judging their ratings) even when she texts them back after a few hours or even the next day.

Unlike live chat, Cheri doesn't have to respond immediately. This gives her flexibility and peace of mind in situations where she can't get back to the customer right away. **Since text messages have a 98% open rate, Cheri can be sure her customers see her messages. And, as backup, she gets the customer's phone number should a phone conversation be needed.**



THE RESULTS: EXCELLENCE ACHIEVED, CONVERSIONS UNLOCKED

Using Message Mate's automatic follow on feature, Cheri takes advantage of the opportunity to ask customers if they're happy with their experience. The results have surpassed any other channel Orglamix has ever used!



59%
**PERFECT
10
CUSTOMER
RATINGS**

10!
**MEDIAN
CUSTOMER
RATING**

8.25
**AVERAGE
CUSTOMER
RATING**

59.38% of customers rate Orglamix a PERFECT 10!

Median customer rating is a PERFECT 10!

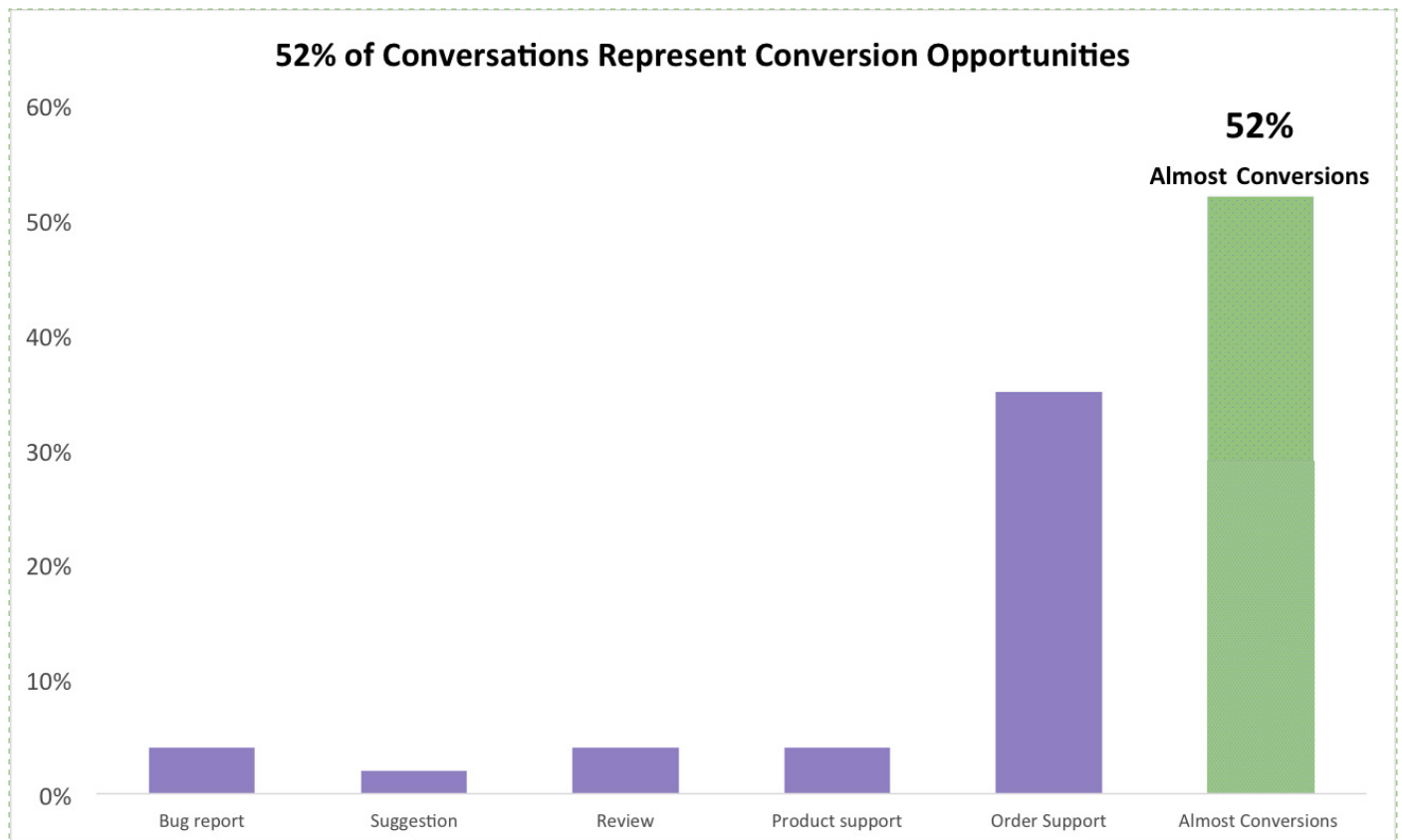
Average customer rating is 8.25!

In a business driven by word of mouth, these numbers are phenomenal and worth celebrating.

THE AWESOME – AND PROFITABLE – SURPRISE

When she first installed Message Mate, Cheri was expecting most texts to be about customer support: When will my order arrive? I need to return etc. What actually happened surprised her:

More than half of text conversations came from “almost converted”* shoppers, (not existing customers asking for support). Using Message Mate, Cheri is able to advise and convert this potential revenue Orglamix would otherwise be leaving on the table.



*“*Almost Conversions*” are visitors that are close to buying but need some product help or have one last concern or simply are stuck at checkout. They just need a little nudge. A quick text conversation often converts them to paying customers.

THE RESULTS: EXCELLENCE ACHIEVED, CONVERSIONS UNLOCKED

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Before Message Mate I didn't realize how much consultation is actually needed for some first time shoppers. It amazes me that 50% of texting visitors are actually 'almost conversions' but when you think about it cosmetics are deeply personal and buying decisions can get complicated.

Message Mate, gives us quite an advantage by being able to offer immediate advice to 'almost conversions', whether customers need help selecting a shade, selecting a product or a more general question.

Texting really puts the customer at ease and gives them the confidence they need to place an order. Being able to provide this service not only creates sales, it creates trusted connections.”

“Message Mate gives us quite an advantage by being able to offer immediate advice to 'almost conversions' and turn them into happy paying customers.”

Cheri Tracy, CEO, Orglamix

“Other than customers who don’t need help and buy on their own, the ‘almost conversion’ is the most valuable traffic.”

Cheri Tracy, CEO, Orglamix

“These are the people closest to the sale. These are leads that I’ve already spent time and money to get to my website and they just need a bit of a nudge to become a paying customer.

I’m so excited to meet them and help provide any information they need until they’re comfortable enough to complete a purchase. If they’re comfortable after the first purchase, they’ll come back and choose Orglamix in the future.”

MORE TEXTING GOODNESS: REVIEWS, UPSELLS & BUGS

In addition to turning “almost conversions” into sales, Cheri was also able to *upsell* customers on 6 occasions and another 6 customers provided her with (glowing) product reviews. This is what happens when you can reach customers directly and personally.

“Thank you for the Everyday Essentials Kit. I just posted 2 reviews. I hope everyone enjoys reading my comments.

Customer from Texas, November 1, 2016

“Thank you! Best customer service ever!”

Customer from South Carolina, March 2, 2017

“Ordering now. Lol. Take my \$\$!!!!”

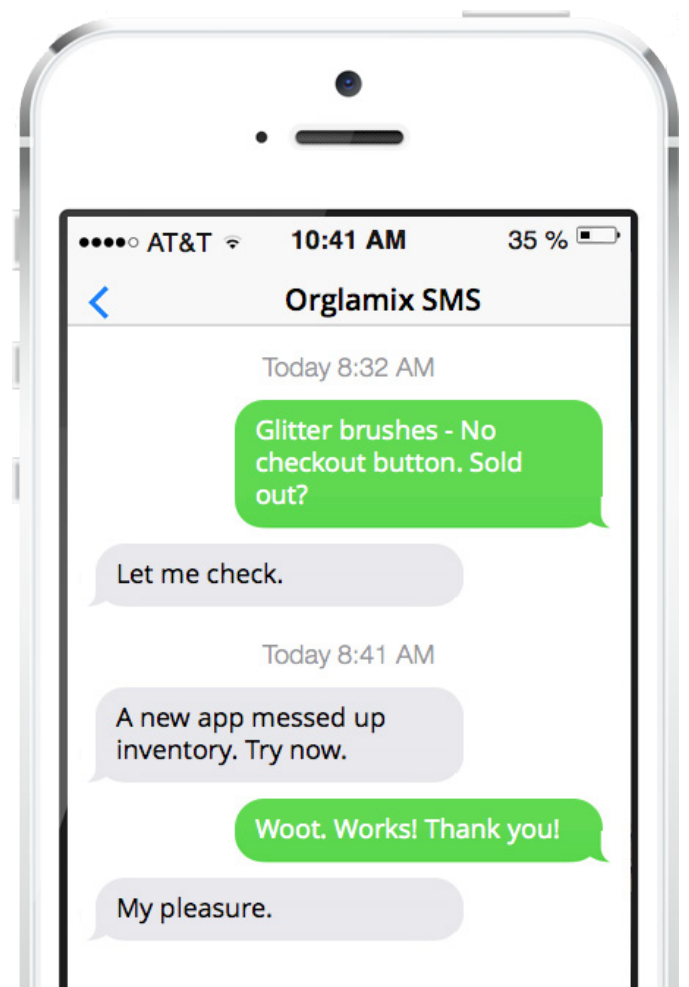
Customer from California
February 15, 2017

By gaining insight into customers' mindsets, Cheri discovered both tangible and intangible benefits :

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The uniqueness of texting with customers is that it uncovers information you have no other access to. Abandoned carts are a big problem. Although there are plenty of tools that try to get customers to come back and purchase, but even when they work, you have no idea why they didn't complete the purchase.

By having a window into the undecided customer's mindset, I learned a lot about what's stopping them from buying. This allows me to tweak my website accordingly. I also discovered 7 bugs reported by customers that were preventing visitors from buying. Hard to believe anyone would take the time to email a company about bugs but when you make it as easy as a text, they do. I'm sure many sales were captured because these bugs were fixed.”



PARTING THOUGHTS: SUPPORT, PERFORMANCE, SCALE & ROI

We asked Cheri: Is there anything else you'd like to tell us and the world about your Message Mate experience?

"The service I've gotten from the team is fantastic. I text in and issues get addressed immediately. They understand that I can't have any downtime. I also love that it's *affordable* to everyone and that *pricing is fair* and scales with usage.

The fact that as we get bigger and bigger the team at OwnerListens can integrate with helpdesk software and use AI to automate more pieces of customer support is intriguing and exciting. As I continue to grow the business, I can already envision how these features will be useful."

"Bottom line: The numbers speak for themselves.

The app is fast, easy to use, and it really helps give me an edge.

Excellent customer service creates loyal customers for life; customers who are willing to refer my business to friends, family and colleagues.

Our customers absolutely love it! It's a no brainer!"

Cheri Tracy, CEO, Orglamix



MESSAGE MATE

POWERED BY
OWNERLISTENS

Are you on Shopify?

Get your own Message Mate!

<https://apps.shopify.com/message-mate>



For questions or other platforms, text us:

650-825-1166

or email: ecommerce@ownerlistens.com

APPENDIX: MESSAGE MATE FEATURES AND SPECS

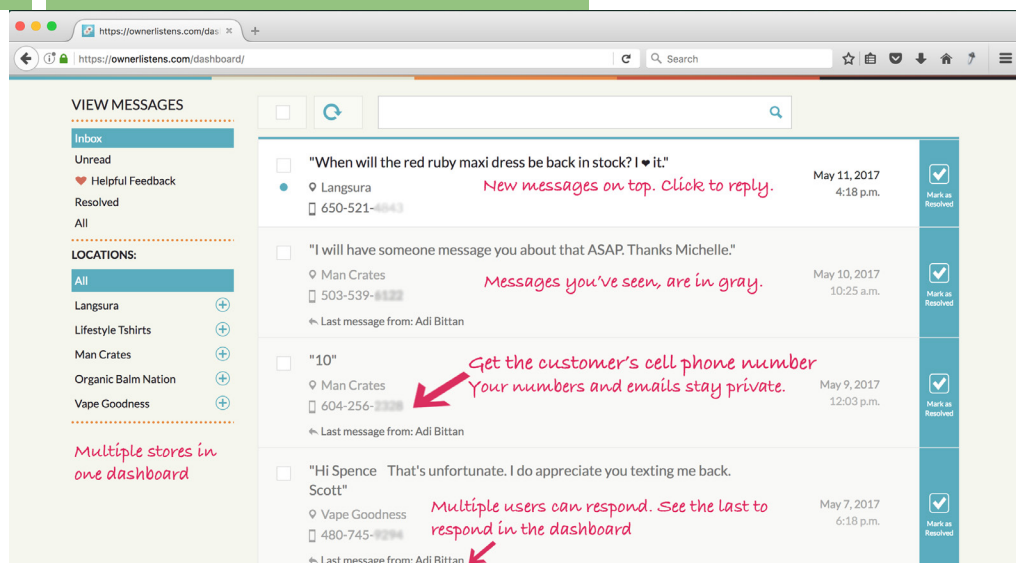
The Message Mate widget is deceptively simple looking on the front end and delightfully robust on the backend. It provides the most complete toolset for ecommerce shops to text with their customers. Don't see what you need? Reach out. We can probably build it.

Basic Features

- Auto replies
- Templates
- FB Messenger integration
- Multiple users
- Message forward to email/cell
- List messaging
- Follow on rating
- Review requests
- Zendesk integration
- Desk.com integration
- Privacy protection

Premium Features

- Chatbots (SMS & Messenger)
- Auto bots
- Suggestion bots
- Keyword bots
- Images support
- Short codes
- International numbers
- Toll free numbers
- CRM integrations
- Custom integrations
- White label



The dashboard for responding to customers works on any browser and includes a complete toolset for fast and effective responses customers love.

APPENDIX: ABOUT US

Owner Listens Inc., the creator of Message Mate, is a leading provider of messaging solutions serving over 13,700 businesses, including brands like the NFL's SF 49ers, ecommerce leader Man Crates, and Better Business Bureau.

Main Benefits of Texting for Ecommerce

improve Conversion Rates: Capture “almost conversions”– shoppers who need just one question answered or one roadblock removed to complete their purchase. Over 50% of messages to ecommerce stores using Message Mate are “almost conversions.”

Increase Customer Satisfaction: Over 50% of customers rate texting a perfect 10 customer experience. Over 75% rate it 8 or higher (0–10 scale).

Improve marketing engagement metrics: Happy customers can be prompted to engage with the brand by following, sharing, or joining a marketing program. 8% of happy customers engage with a well placed follow on message/link.

Increase support efficiency and convenience for your team: Cut down on support time. Respond anytime, anywhere from any browser, email, or cellphone without the pressure of immediate live chat and without exposing any personal info.

Automate using artificial intelligence: As the system collects data, it identifies opportunities to automate increasing portions of the conversation leading to significant time and cost savings.

For more info text us at 650-825-1166

(or email ecommerce@ownerlistens.com)

APPENDIX: ORGLAMIX PRODUCT SPOTLIGHT

Orglamix isn't your ordinary make up brand. Its products are organic, cruelty free, vegan friendly and PETA approved. If that's not enough they are handmade in the USA.

The extensive collection offers a diverse variety of makeup, skincare, and fragrances. One of its specialties is an extensive collection of over 80 glitter pigments.



Another unique offering for personal care aficionados is the Orglamix box – a monthly beauty subscription box of goodies. The box is a clever approach to creating loyalty and generating recurring revenues. No wonder it routinely sells out.



Orglamix has a loyal fanbase on Instagram & Pinterest spreading the word about its fantastic makeup. Keeping customers happy is critical for continued social media success.

FOR MORE INFO CHECK OUT ORGLAMIX.COM