

WATCH THE VIDEO

American Eagle wanted to personalize the digital experience of their online customers with a richer experience. They wanted to engage with digital customers as they would in a store. American Eagle needed a live chat solution for mobile devices and needed to speed up email response time.

Moxie™

## American Eagle Outfitters Case Study

Customer:



AMERICAN EAGLE  
OUTFITTERS

Website:

www.ae.com

Industry:

Retail

### Business Challenge

As the online retail experience continues to evolve, some companies haven't figured out a way to engage with their customers on mobile devices. Joe Megibow, American Eagle Outfitters Chief Digital Officer said, "The out of store human and service side of a lot of retailers tends to be a secondary consideration."

American Eagle wanted to give their customers a more engaging digital experience and bring more life to their online storefront. "Our average response rates on email were far, far worse than we should aspire to be," Megibow said.

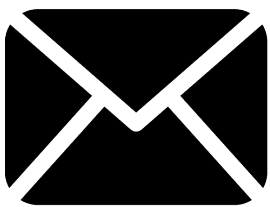
### Moxie

"In a world where more than 50% of my digital traffic is smartphone, we were looking for someone who was willing to take that journey with us and explore ways to create a more branded experience and ways to really heavy up on a high quality mobile experience, and with Moxie we found someone who was willing to go on that journey with us," Megibow said.

Moxie deployed their email and live chat, and provided a live chat mobile solution to create more engaging, personalized experience that made the online shopping experience easier and more enjoyable.

### Solution

Email Response Improved by  
**60-70%**



**33% of chats** are now on mobile devices and chat content is **no different than desktop**

**more than 50%** of chats are **sales based**



The very day American Eagle Outfitters implemented Moxie chat, more than a third of the chats received were from mobile devices. American Eagle was surprised to discover just how much online customers were craving the personal connection Moxie software provides. "With the mobile device, the customer was looking for this kind of human guidance," Megibow said. "There has to be a better way for use to service prior to a sale, and it has to be the way our customer wants to engage, and that's chat." While most phone calls are for post-sales support, live chats are almost all sales-related. Customers talk candidly with sales associates, just like they would over the dressing room door.

Shoppers ask for product advice and styling tips, providing American Eagle with the ability to connect with customers in a previously unfeasible way.

American Eagle has also seen email response times improve by 60-70%. Increased turn-over improves brand interaction and leaves customers feeling personally attended to.

"We've got a way that works, the customer is engaging, and we're seeing a very positive experience," Megibow said.



[http:// www.gomoxie.com/](http://www.gomoxie.com/)



[info@gomoxie.com](mailto:info@gomoxie.com)



NA: +1-800-474-1149  
Int'l: +44-870-904-1122