

# How Talon.One reduced Vestiaire Collective's promotion-related customer contact rate by 25%

Talon.One + Vestiaire Collective



# Vestiaire Collective

INDUSTRY

**Ecommerce**

BUSINESS TYPE

**Fashion**

LOCATION

**France**

YEAR FOUNDED

**2009**

INTEGRATED IN

**4 months**

PROMOTIONS USED

 **Discounts**

 **Vouchers**

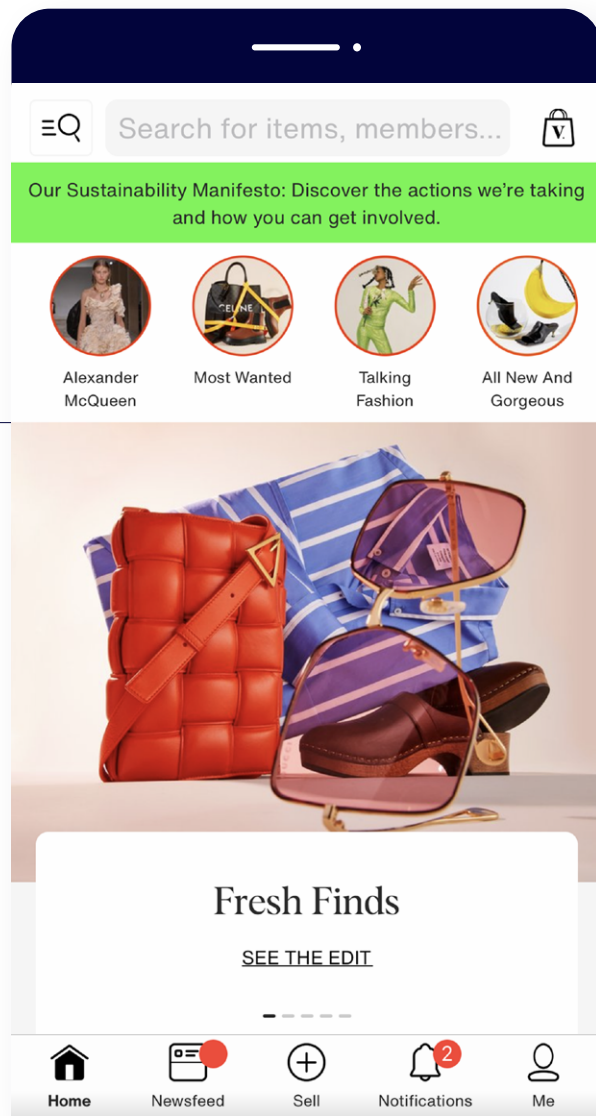


## OVERVIEW

Vestiaire Collective is the leading global online marketplace for buying and selling pre-loved luxury fashion items to millions of members. Founded in 2009, it is headquartered in Paris with offices in London, Berlin, New York, Hong Kong, Lisbon, and Seoul. Vestiaire Collective offers a unique inventory of over 5 million items, including 30,000 new additions daily. The brand is committed to promoting sustainability and circular fashion by extending the life cycle of luxury items and reducing waste in the fashion industry.

# Challenge

Vestiaire Collective needed a promotional solution to boost customer acquisition and retention through personalized campaigns, optimized discounts, and effective tracking. The result was an increase in revenue and improved customer loyalty.



## Vestiaire Collective needed a solution that enabled them to

- Allow business stakeholders the ability to create, test, and launch vouchers without technical support.
- Provide custom error messages in the event of voucher malfunctions.
- Minimize customer service contact rate.
- Tailor vouchers to specific customer segments.



**“When we realized Talon.One’s capabilities, we decided it was the promotional partner we were looking for. Following a seamless integration, we were able to gain a clear view of how our campaigns are managed. Talon.One’s advanced analytics, omnichannel capacity, and outstanding customer support showed us that we picked the right solution for our business.”**

**Jessica Patel**  
Product Manager, Vestiaire Collective

## Solution

Right from the start, Vestiaire Collective decided to build a dedicated team of **Talon.One Champions**, each one representing a specific segment of their business. The team is responsible for creating, overseeing, and monitoring daily promotional campaigns and discounts for voucher campaigns, which significantly boost user engagement and drive increased purchases.

Talon.One helped Vestiaire Collective to develop a more flexible and user-friendly method for voucher management. Now, Vestiaire Collective’s business teams are able to create, configure, and track vouchers without facing issues related to code validation, fraud, wasted revenue, and resources.

# Integration

Vestiaire Collective's complex use case with Talon.One meant integration took several months to perfect, and involved three distinct phases:

- 1 The Vestiaire Collective team **isolated voucher codes in their legacy system**. This allowed them to collaborate with Talon.One and internal stakeholders to integrate and support their voucher strategy.
- 2 Talon.One's engineering team provided **comprehensive user training** to Vestiaire Collective's Talon.One champions.
- 3 Automated campaigns and live vouchers were **seamlessly migrated into the Vestiaire Collective tech system**, enabling an enhanced redemption experience.

Following the initial learning curve for Vestiaire Collective, Talon.One's dedicated support and user-friendly documentation enabled them to successfully onboard all stakeholders. Jessica Patel explains that "our internal users are now fully empowered to make the most of Talon.One and manage campaigns on the fly. This leads to reduced technical and product inquiries regarding voucher configuration."





**“As a product manager, Talon.One empowers me to offer various stakeholders across different teams a reliable tool that allows them to utilize custom promotional rules, perfectly aligning with their business requirements and surpassing objectives with confidence.”**



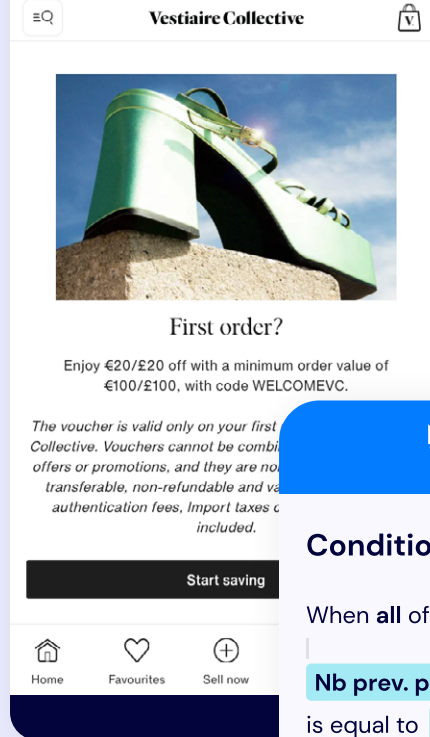
**Vestiaire Collective**

Jessica Patel, Product Manager

# Results

Leveraging Talon.One's powerful Rule Engine, Vestiaire Collective has been able to configure complex promotion rules that include many variables, tailoring its vouchers to the specific needs and preferences of its target segment. Examples include:

- Vouchers targeted to **first time buyers**
- Automated vouchers created for buyers when a seller cancels the order (leveraging Braze)
- Vouchers leveraging Talon.One's collections feature, allowing Vestiaire Collective to run flash sales on a specific selection of products for a limited time



**Talon.One**

### Conditions

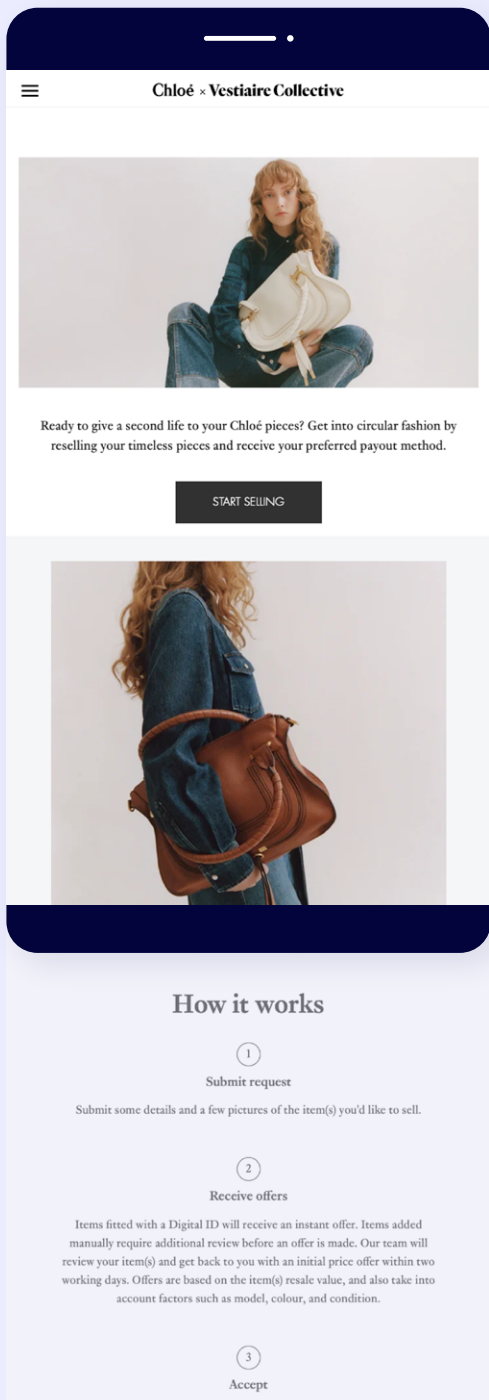
When **all** of these are true:

- Nb prev. purchases (Current Session)** is equal to **0**
- Total cart amount (Current Session)** is greater than or equal to **150**
- Currency (Current Session)** is one of **EUR, CHF**
- Coupon code is valid
- Device (Current Session)** is not equal to **webapp**

### Effects

Set a discount: **20 EUR off**

Talon.One has also significantly improved Vestiaire Collective's voucher campaigns by implementing custom error messages in 95% of its campaigns. Originally, Vestiaire Collective began with only 5 or 6 custom error messages, but it now has around 50. As a result, customers find it much easier to understand why their vouchers may be rejected, **reducing the need to contact customer support**. Within one month of launching the custom error messaging capability within voucher campaigns, Vestiaire Collective observed an impressive 18% decrease in the Customer Service contact rate related to voucher redemption issues. Over the subsequent three months, this rate further decreased by an additional 7%.



➤ Jessica says Talon.One’s exceptional level of customer service in real-time is key to its customer success strategy. “Talon.One is highly responsive, providing prompt assistance and guidance whenever needed, which has been crucial for the seamless integration and successful implementation of our promotions and campaigns,” adding that “the team’s commitment to ensuring a positive customer experience sets them apart and reinforces our confidence in choosing Talon.One as our promotion tool.”

The successful collaboration with Talon.One has instilled confidence in Vestiaire Collective, leading the French brand to further develop this partnership. Vestiaire Collective’s goal is to continue utilizing the voucher feature to enhance the efficiency of its campaigns, while simultaneously reducing fraud and errors in voucher redemptions.

**“Talon.One has hugely contributed to cost savings and boosted our team’s productivity: now, customer service agents spend far less time resolving issues with malfunctioning vouchers.”**

**Jessica Patel**, Product Manager, Vestiaire Collective



# Thanks to Talon.One Vestiaire Collective has

**1**

**Decreased  
customer  
contact rate  
by 25%.**

**2**

**Increased  
its number of  
custom error  
messages  
from 5 to 50.**

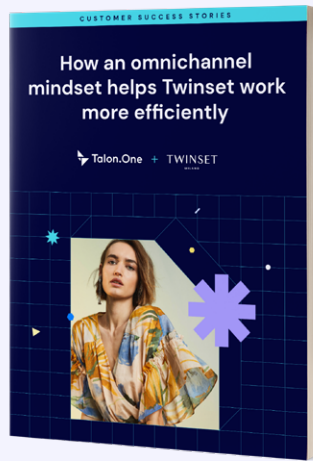
**3**

**Personalized  
vouchers that  
are easy to  
create, test and  
maintain.**

**4**

**Created  
campaigns  
that reach  
the right  
customers.**

## RELATED RESOURCES

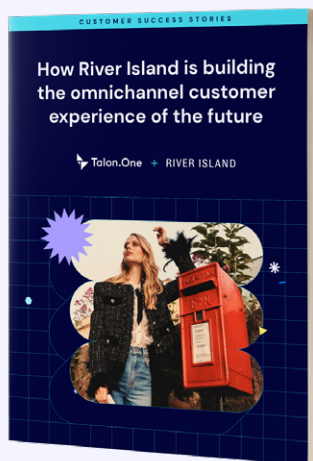


**How an omnichannel  
mindset helps  
Twinset work  
more efficiently**

**Talon.One's dynamic  
discounts help  
Eddie Bauer increase  
margin by 30%**



**Talon.One powers  
River Island to  
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