



zoko

+

purple.com
India's #1 Beauty Destination

**How Purple is using
Zoko's multi-agent
Unified Inbox to enable
100 agents to chat with
40K customers/month
from a single WhatsApp
Number**

Case study →

Since using Zoko's Unified Multi Agent Inbox, Purplle's agent team of 100+ have a better way of managing 40K customers per month on WhatsApp.

Let's go →

**Company**

Purple

Location

India

Employees

3000-5000

Industry

Beauty

Website<https://www.purple.com/>

Purple, a Mumbai-based online platform for beauty and wellness products, was founded in 2011. The company employs over 800 people and has become a leader in India's e-beauty space.

They offer over 25,000 products from over 400+ Indian and International brands across multiple categories like Makeup, Hair Care, Skin Care, Bath & Body & Perfumes.

Their success is attributed to their personalized digital shopping experience, which recommends products based on customer personality, search keywords, and purchase behavior.

As part of their new premium loyalty program, Purplle wanted 100+ agents on a single WhatsApp number effectively assisting over 40,000 of their most valued customers in selecting and purchasing the ideal products for their unique skin and hair types.





76% of customers reported higher satisfaction levels when communicating with **businesses via WhatsApp** compared to email or phone support.

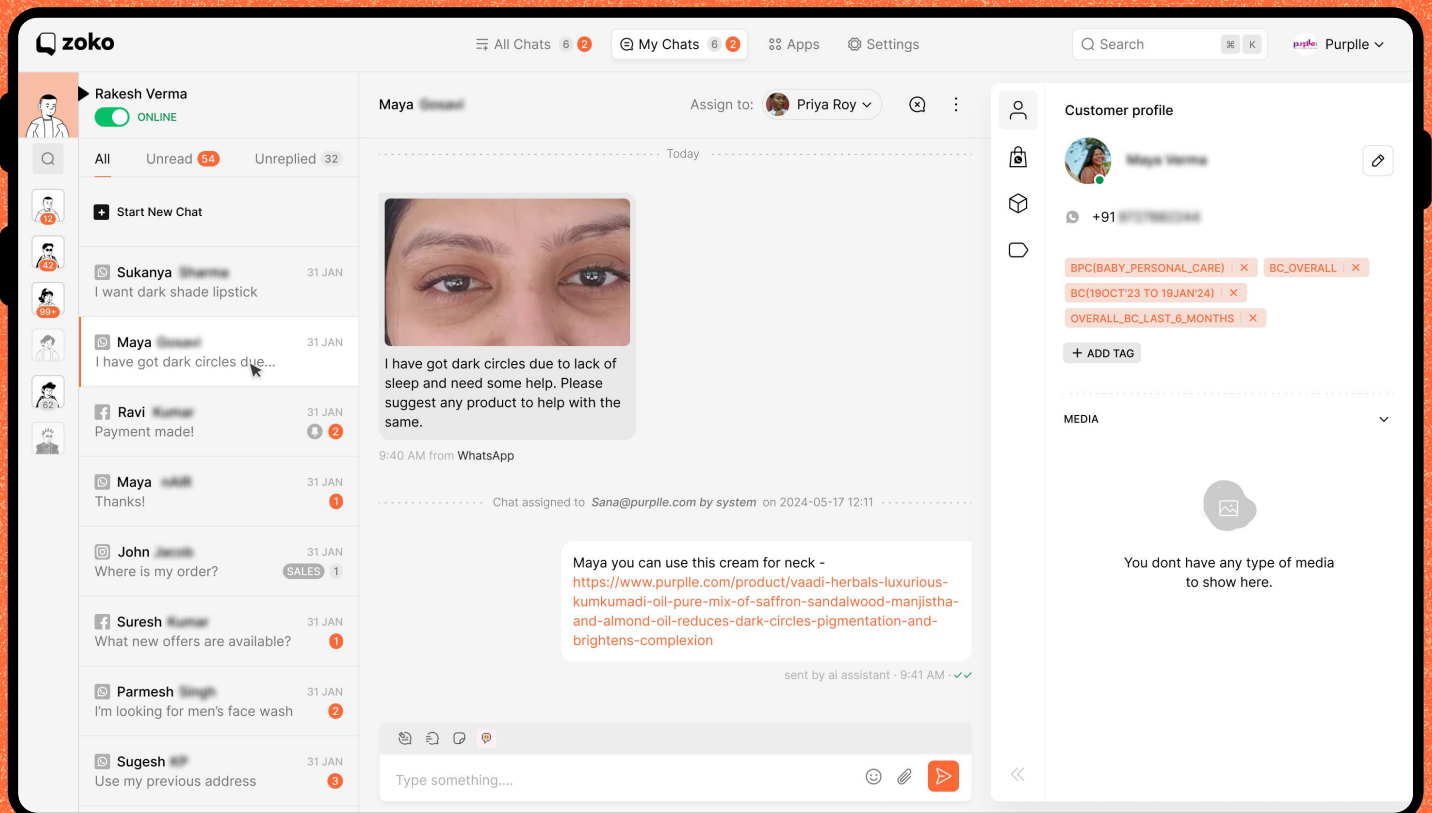


Zoko's features such as Agent Handover, Agent Teams, Private Notes, Quick Replies, and Multi-Agent support allow brands to efficiently manage customer support via WhatsApp.

40K

Customers/
Month Managed

Zoko provided Purplle with the capability to manage all customer interactions via a single WhatsApp number, offering a seamless, personalized experience for customers while allowing multiple agents to handle the company's rapidly expanding user base.

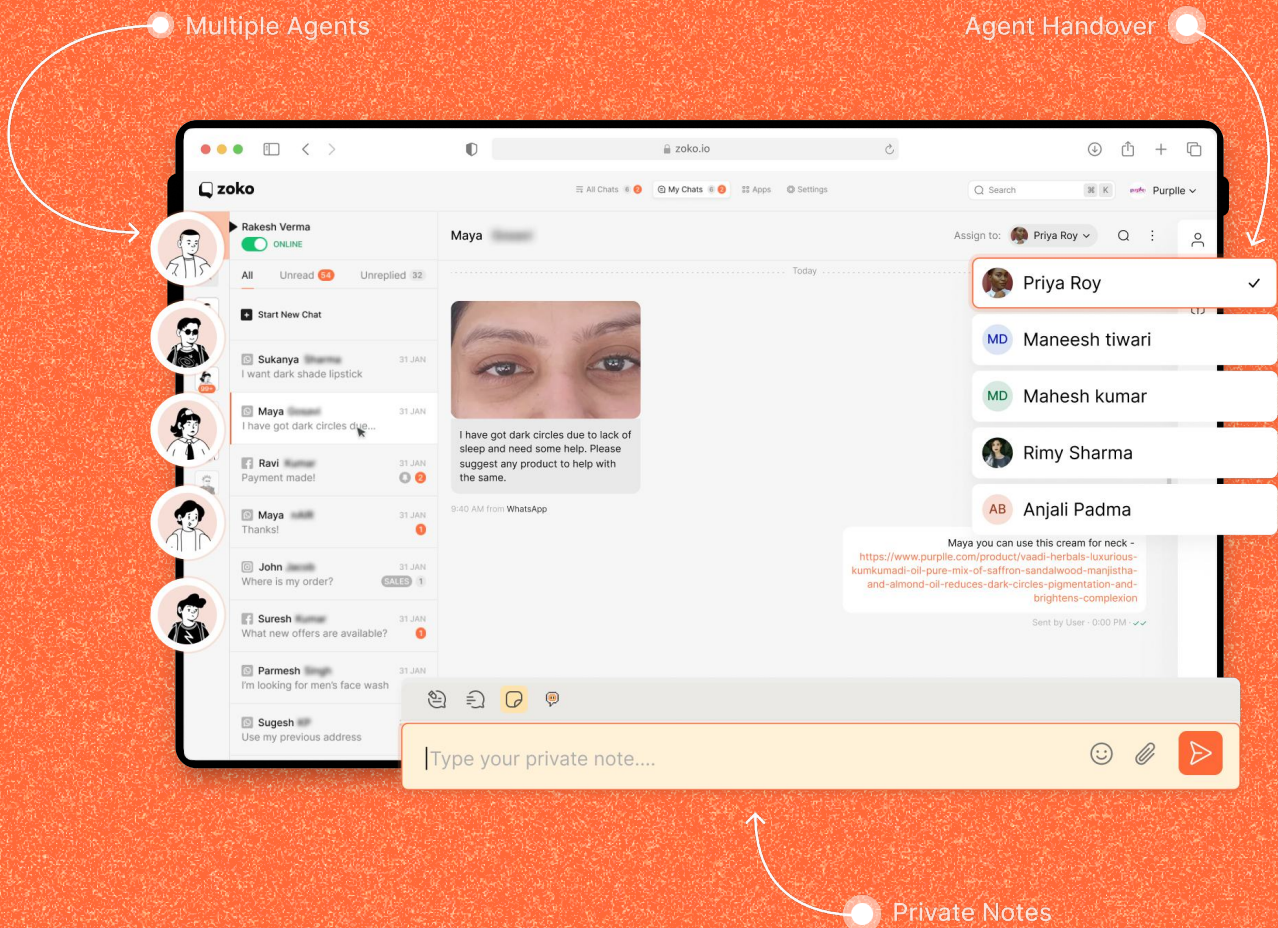




With Zoko CRM, customers see just one support number, while the company's agents can chat with multiple customers. This ensures that even when agents change, the customer enjoys a smooth experience. Additionally, Zoko CRM allows Purplelle's agents to reassign chats based on the customer's query without the need for the customer to message a different number.



The CRM tool includes a private notes feature visible only to internal team members, enabling them to share the history of an issue with colleagues while reassigning chat to another agent. Furthermore, Zoko's ability to save and share quick responses to frequently asked questions makes customer interactions easier for agents to manage, thereby freeing up valuable time for them.





On any given day, we manage at least 10,000 customers through interactions on WhatsApp to handle their orders. When we had 10 agents, we could handle the workload comfortably on our own. However, as we scaled up to 100 agents and continued to add more, Zoko's Unified approach, which integrates all chats and enables our agents to manage customer success operations efficiently, significantly improved our customer satisfaction scores at scale. The best part was that it took us less than a day to set it up.



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Marketing Specialist

Schedule a demo with
Zoko to learn more about
how to do Better
business on WhatsApp.
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