



STUDS

STUDS Achieves 30% Conversion Rate for New Bookings with Slang.ai

About STUDS

Studs, an experiential retail and e-commerce brand, has reimagined the ear piercing experience. Studs coined the term Earscape® by providing their customers with a new way to self-express through healthy and safe ear piercings and on-trend earrings in both a retail environment and an online experience at Studs.com.

With 17 studios nationwide, Studs' successful expansion is proof that smart, fast, and built-to-scale technology is essential when creating a scalable and memorable shopping experience.

Challenge

Studs wanted its retail team to focus on its customers in the retail store, without being constantly distracted by the phone ringing off the hook. At the same time, they wanted to deliver a stellar customer experience, which meant offering customers a solution on their channel of choice.

Studs' customer experience team was inundated with repetitive requests, especially for canceling appointments and running late for appointments.

They were seeking a solution that natively integrated with their booking management system, Square Space's Acuity Scheduling, that could give their customers a personalized and efficient experience to streamline appointment-related inbound questions. Studs did support inbound text messages, but they still observed a strong customer demand for voice interactions, and a text-only line resulted in a lot of noisy tickets that were a bad use of agents' time.

“Slang has been a game changer for our customer service team's resolution time and changed the way the team works internally.

Although Slang was originally intended to be a customer service ticket solution, it has actually turned out to be a customer conversion unlock.”

— Jane Hur, Director of Product

Solution

By partnering with Slang, Studs was able to roll out a scalable solution at all retail locations, giving callers real-time and personalized answers to their questions.

Studs also customized the audio experience for their voice concierges, choosing a specific digital voice and mixing in their own pre-recorded audio as well for a premium, branded experience. Alan Martin, SVP of Retail, has noted that “Slang has become an indispensable part of our tech stack and new store opening process. We roll Slang out to each new location!” Martin has praised the partnership's success, sharing that he's “obsessed” with Slang's ability to deliver a premium customer experience.

90%

CSAT score
across
locations

30%

conversion rate
on booking new
appointments
through Slang

15%

reduction
in customer
service ticket
volume