

ANGARA

CASE STUDY | ANGARA

How VitalSigns Helps Angara Keep an Ear to the Ground

And build an award-winning customer experience.

VitalSigns is a powerful data visualization and tracking tool. It is home to all the customer feedback collected via Bizrate Insights' survey solutions. In this case study, we take a look at how Angara uses VitalSigns to actively listen to shoppers, make targeted enhancements, and build a brand customers love.



About Angara

Angara is an online fine jewelry retail brand headquartered in Los Angeles, California. They have a presence in 15 countries and ship to over 64 countries worldwide.

Their handcrafted jewelry is dressed in high-quality gemstones, diamonds, and pearls. Every piece is made to order. From minimalist everyday styles to opulent engagement rings. Thoughtful birthstone jewelry to trendy zodiac-inspired pieces. Their collection features exclusive and customizable designs you can wear every day, gift on special occasions, and, most importantly, treasure forever.

Recent customer survey responses



*My husband loved his ring!
It looks great and the customer
service was great and
shipping was very quick!*

- Emily L.



*The website was excellent
and made it easy to customize
my purchase. The product is
exactly as I ordered.*

- MarkCo



*I'm a repeat customer as I have purchased jewelry from you guys
before and the thing that impresses me most about your company
is the customer service. This is the main reason why I have
returned again.*

- Geeze

SURVEYS

How Angara Captures Shopper Insights

Angara started using the Bizrate Insights **Online Buyer Survey** in 2014. They launched the **Straight-to-Fulfillment Survey** during the second half of 2023 to gather additional insights related to the fulfillment experience.

15%

Response Rate

Bizrate Insights offers an industry-high survey response rate.

Online Buyer Survey

This survey is Bizrate Insights' flagship voice-of-customer (VoC) feedback solution. It covers the purchase journey from the point of sale to post-fulfillment, including orders picked up curbside or in-store.

The survey allows you to collect real-time data and comments, meaning you can optimize your customer experience strategy based on what shoppers say they need most.

Straight-to-Fulfillment Survey

Google places a higher value on customer satisfaction data that's connected to the fulfillment process. The Bizrate Insights Straight-to-Fulfillment Survey reengages customers who don't complete the initial Point-of-Service (POS) Survey.

By adding this additional touchpoint, you won't miss out on a complete 360-degree view of the shopper experience.



Customer feedback is a top priority for us at Angara. Our commitment revolves around constantly improving our services and product quality. We do this by refining our strategy based on valuable feedback. For instance, we've recently enhanced the automated order-status emails sent to our clients, making them more informative and less cluttered.

Joyce David

Manager | Customer Experience & ORM



VITALSIGNS DASHBOARD

Making Sense of Angara Customer Feedback

VitalSigns is the home for all the data and customer comments collected from Bizrate Insights' surveys. Through an intuitive homepage and interactive dashboards, Angara's team gets up-to-the-minute insights to enhance the customer journey and increase conversions.

"Overall Metrics is one of the features within VitalSigns that our team uses most often," says Joyce David, Angara's manager responsible for customer experience and online reputation management.

"It helps us get a quick overview of our focus areas, from what our clients appreciate about our products and services to identifying the scope for further improvement. It enables us to keep our ears to the ground to better understand our customers' journey."

Fulfillment by the Numbers

One leg of the customer journey that Joyce can better understand because of VitalSigns is fulfillment.

Throughout 2023, Angara's key performance indicators (KPIs) related to the fulfillment process trended upward, including **Overall Satisfaction**, **Likelihood to Buy Again**, and **Likelihood to Recommend**. After implementing the Straight-to-Fulfillment Survey in the second half of the year, Angara collected more feedback and developed a well-rounded picture of customer satisfaction. That additional touchpoint makes it easier to identify improvement opportunities, especially in a business where receiving a great physical product matters the most.

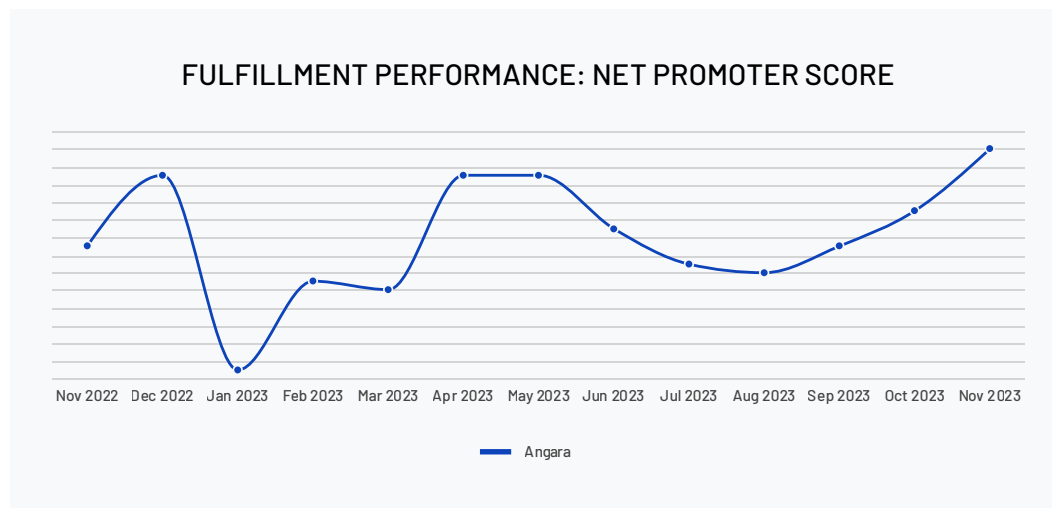
94%

Survey Completion Rate

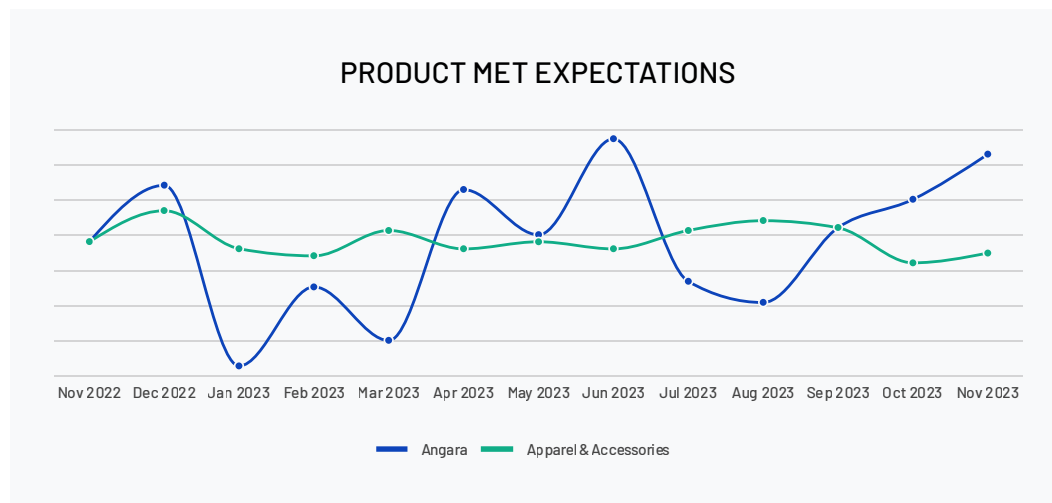
Bizrate Insights surveys lead the industry in response rates.

Boosting Customer Loyalty

In addition to better product fulfillment sentiment, Angara experienced a massive boost in loyalty, tracked by the **Net Promoter Score (NPS)**. The company saw a more than 14% year-over-year improvement. This is positive proof they are successfully addressing customer needs and building lasting relationships.

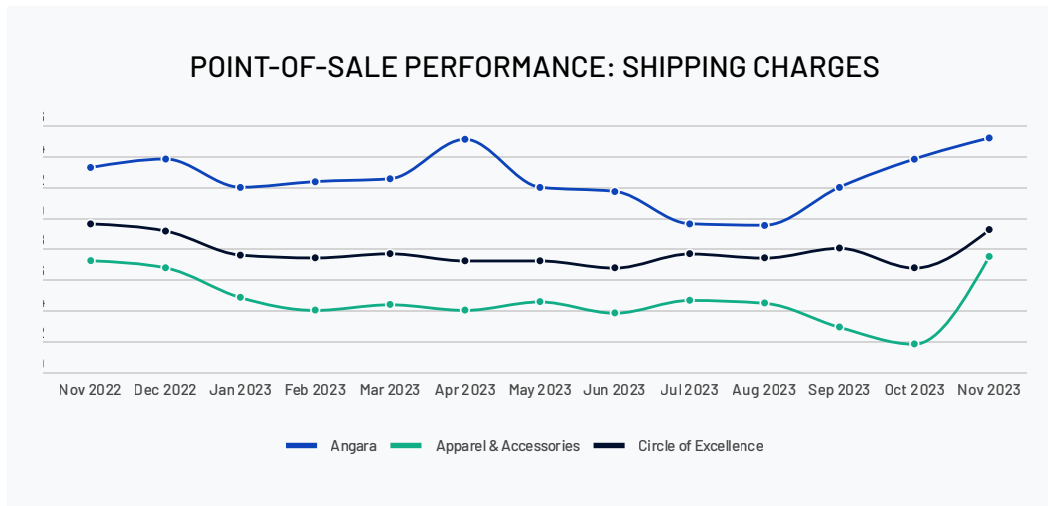


The **Product Met Expectations** metric is also on the rise and indicates that customers are satisfied with the quality of the items received. In the luxury jewelry world, companies live and die by the perceived quality of their goods. So, this is an essential number for Angara to track via VitalSigns.



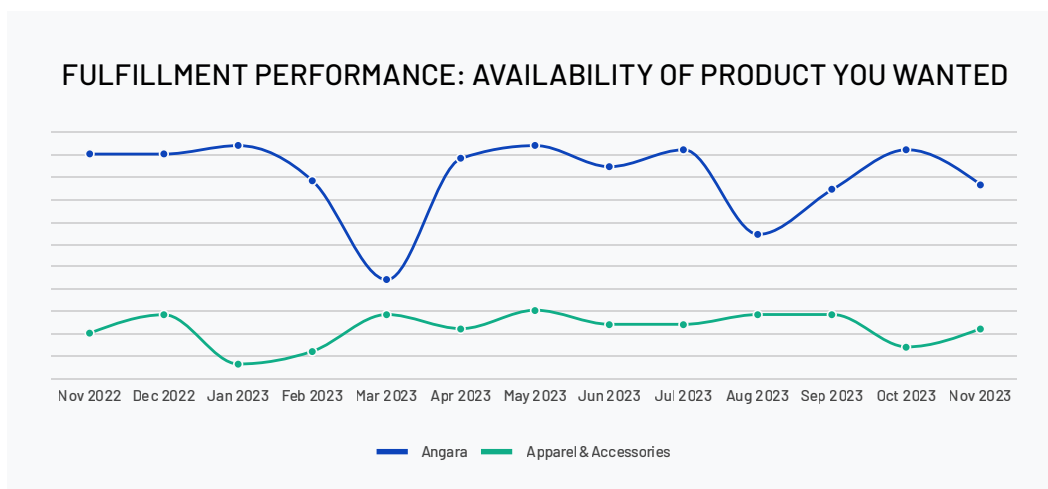
Shipping Success

The **Shipping Charges** metric is a bright spot for Angara. The company outperforms both the Bizrate Insights Circle of Excellence and other industry benchmarks.



Angara Has Built a Customer Experience Based on What Shoppers Actually Want

Joyce believes the data gathered through VitalSigns is crucial for addressing shoppers' concerns. This is illustrated by the excellent job they do anticipating customer product preferences, as measured by the **Availability of Product You Wanted** metric. Yet again, they are beating industry benchmarks.



We meticulously analyze the feedback and ratings to pinpoint areas for enhancement. The data helps us tailor our customer service, product offerings, and overall experience to better meet our customers' needs and expectations.

Joyce David

Manager
Customer Experience & ORM



A Bizrate Insights Circle of Excellence Winner

Angara is a 2022 Circle of Excellence winner.

By closely monitoring their customer metrics via VitalSigns – and shaping the customer experience (CX) based on these numbers – the Angara team has set a goal to win a Platinum Award.

What are the Circle of Excellence Awards?

Bizrate Insights collects more than 25 million surveys annually as a leading source of verified seller ratings and customer-generated reviews.

At the end of each calendar year, all that customer feedback is analyzed to identify and honor the retailers in the Bizrate Insights network with the highest satisfaction scores.

To be considered for a Circle of Excellence Award, a retailer must have higher-than-average scores across the following eight satisfaction indicators:

Point-of-Sale Metrics

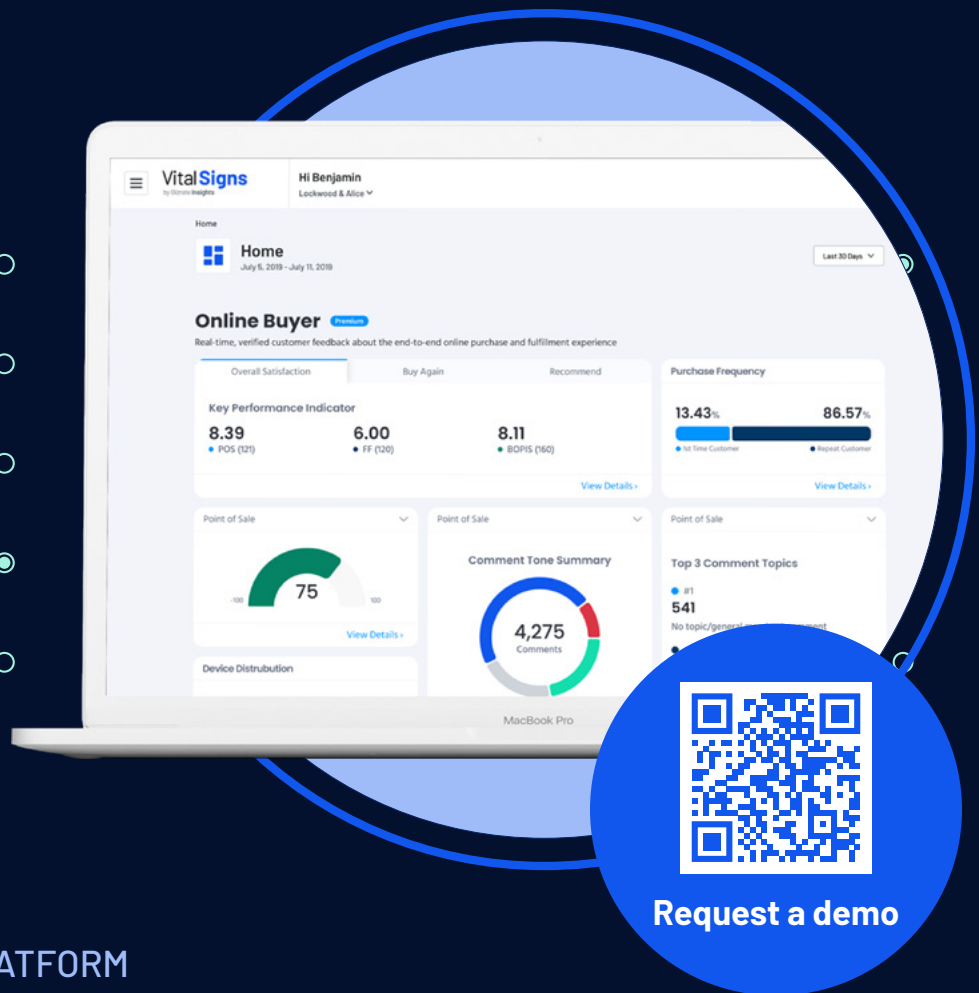
- 😊 Overall satisfaction
- ➡ Product selection
- 🛒 Checkout process
- 🔍 Ease of finding

Fulfillment Metrics

- 🔄 Repurchase intent
- ★ Product met expectations
- 📞 Customer support
- 🚚 On-time delivery

A total of 99 retailers out of 2,000+ were awarded this distinction for providing outstanding customer experiences and receiving top satisfaction scores from their shoppers throughout the year.





THE DO-IT-ALL CX PLATFORM

See if VitalSigns is a Good Fit for Your Business

Customer feedback gathered at every touchpoint — and a comprehensive set of dashboards. This is what makes VitalSigns the do-it-all platform for online retailers. Especially when you're looking to deliver a stellar customer experience. With in-depth metrics covering the entire customer journey, VitalSigns offers something for every stakeholder within your organization.

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