

UNTUCKit

× Klarna.
For Business

US

2023

Men's clothing



About merchant.

UNTUCKit, founded in 2011, has given men a seamless way to look sharp and feel casual by creating shirts designed specifically to be worn untucked. The brand has expanded to offer fit combinations for all shapes and sizes, and also to offer clothing for women.

UNTUCKit has over 80 physical retail locations across the US, Canada, and the UK, and is dedicated to creating an unmatched shopping experience.

The challenge.

In response to the pandemic and the subsequent closure of stores, UNTUCKit introduced Virtual Shopping in May 2020 and it quickly became an integral part of UNTUCKit's customer journey and the preferred communication method for their online shoppers.

However, as footfall returned to 'normal' in 2022, there was a major shift in most retailers' operating models. UNTUCKit, like others, faced the challenge of balancing increased traffic while maintaining a stellar customer experience in an omnichannel way.

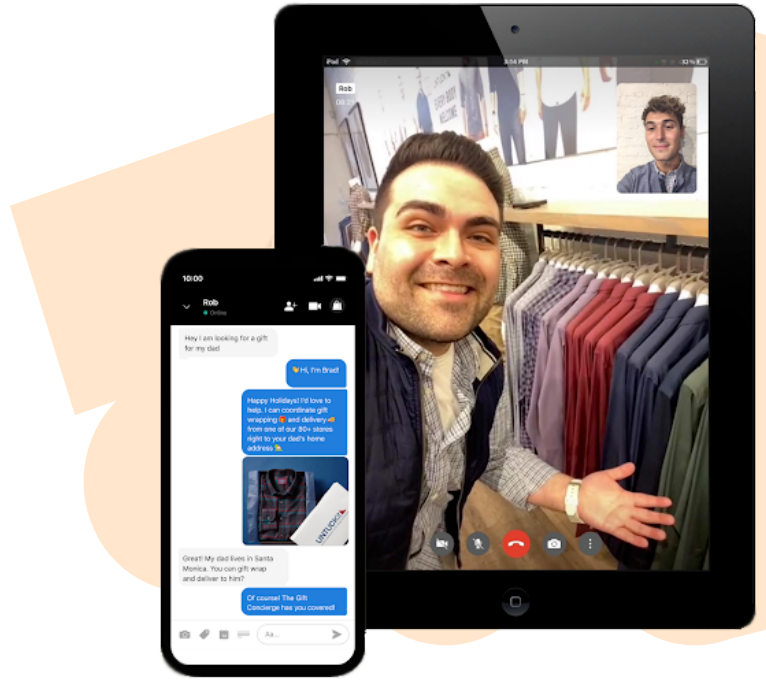
Even with Virtual Shopping, there was a risk that online customers could experience delayed or fragmented expertise given the significant surge of in-store traffic or greener teams.

The solution.

Instead of shying away from digital connectivity altogether, UNTUCKit embraced the challenge. They made Klarna Virtual Shopping even stickier in their business model with a new hybrid strategy focused on generating tactile, personal, and instant chats.

This was made possible by reallocating top-performing in-store talent to create a brand-new, full-time team of virtual fit experts to focus 100% of their time servicing online customers. By creating a new omnichannel operational model to staff their live chat, UNTUCKit hoped to drive incremental revenue through increased conversion rates.

They empowered experts with increased responsibility and efficiency. With more thoughtful Virtual Shopping coverage, this approach helped UNTUCKit reach and capture more leads and simultaneously provide impactful interactions.



“We turned on Virtual Shopping early on in the pandemic, and over the past few years it's been incredible to see the impact this feature has had on our business - from customer testimonials to conversion rates its clear that on-demand, customer to store associate digital connectivity elevates the experience and raises consumer confidence.”

– Kaitlin Gottlieb,
Senior Director of Omnichannel,
Sales & Clienteling

The impact.

After implementing this change, UNTUCKit saw an 45% increase in chat volume with an even more significant impact on order numbers, sales, and conversion rates from chats.

While the initiative involved significant changes in the brand's operations and business model, the results exceeded expectations. They achieved a remarkable +121% increase in orders placed, a +122% increase in sales, and a +45% increase in conversion rate when comparing their performance before creating the new team.

Outside of the impressive financial results, customers also gave the chat experience a glowing average star rating of 4.8 out of 5 stars across the entire brand. The brand's investment in Virtual Shopping has proven to be a smart and successful decision that has left both UNTUCKit and their customer base smiling.

+45%

Increase in chat volume

4.8

Chat star ratings

+122%

Increase in sales