



The Linc platform allows us to provide our customers with an innovative and one-to-one experience while building loyalty and brand engagement.

- Steven Borrelli, CEO, CUTS



CUTS QUEST FOR DIFFERENTIATION IN A COMPETITIVE DIRECT TO CONSUMER WORLD

Learn how CUTS leveraged Linc's customer assistance platform to create the personalized pre- and post-purchase experience they knew their customers craved.

Working With Linc

CUTS, makers of stylish men's tees that fit any occasion, knew that their customers wanted choice—not only in the hem and neckline of their favorite shirt but in how they engaged with the company selling it. CUTS recognized that its customers were eager for a more personalized purchase experience that didn't end at the digital checkout. CUTS saw a clear opportunity to upgrade and automate their post-purchase engagement to meet customer expectations and build long-term loyalty.

"With so many options to shop, your loyal customers are essential to the growth of your brand.

Customers today want instant answers both pre- and post-purchase. We want to provide exceptional service and real-time updates and personalized recommendations from the time our customer sees an ad to the time the package arrives at their doorstep," says Steven Borrelli, CEO of CUTS.

CUTS turned to Linc's industry-leading automated customer care solution to help them create the kind of personalized, responsive customer experience they knew could help them stand out from their direct to consumer peers.

Undeniable Customer Engagement Results

Easy cross-channel communication

By giving customers a choice of how (and where) to stay updated on their orders, CUTS was able to drive an SMS opt-in rate of over 17% and a Facebook Messenger opt-in rate of nearly 2%.

Fostering high-quality feedback

CUTS implemented a popular survey bot that allowed them to collect immediate feedback from customers to improve future interactions.

Linc's platform enables CUTS to provide personalized order tracking and useful and timely product recommendations to facilitate cross- and upselling. In addition, it gives CUTS the opportunity to scale to more

GET UPDATES

Get updates for your package status anytime, promotions, news & more

 SMS

 Messenger

 amazon alexa

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automation in the future based on their customers' needs, including adding automated web chat and voice channels.

"Linc gets us onto the channels that our customers use every day, allowing us to interact with our customers one-on-one. We've been able to use key moments in the delivery experience to grow our relationship and get feedback from our customers," says Steven Borrelli.

About CUTS

Get ready for "a cut for every occasion." Founded in 2017, CUTS offers minimalist t-shirts of unsurpassed style and comfort for the man who wants to be ready, day or night, for wherever life takes him. Visit <https://cutsclimbing.com>

About Linc Global

Linc is an award-winning automated shopper assistance platform. Recognized as the leading AI solution for customer service, Linc's platform helps brands offer differentiating services and experiences using an automated assistant via the channels customers use most, including SMS, live chat, chat apps, voice assistants, web and email. Learn more at www.letsline.com

