

DAILY HARVEST

INDUSTRY Food + Beverage
WEBSITE daily-harvest.com
LOCATION New York, NY

Daily Harvest yields near-perfect CSAT with Apple Messages for Business

Daily Harvest, the company that delivers food built on organic fruits + vegetables, plants the seeds of healthy living with sustainably sourced ingredients and easy to prep meals. Think: smoothies, bowls, and flatbreads. Quiq helped Daily Harvest enable Apple Messenger for Business so the company could reach that higher level experience. As a result, the company's CSAT has reached nearly 100 percent, while each customer gets white-glove treatment every time.

Challenge

Daily Harvest's primary CRM didn't support Apple Messages for Business, and they wanted a conversational commerce partner that could help them implement the brand-rich, customer-centric platform into its existing suite of communication options.

Solution

Daily Harvest VP of Customer Care Joe Gilgoff partnered with Quiq to add a top-notch customer experience using Apple Messages for Business.

Results

- Close to 100% CSAT since implementation
- High usage from customers since day one
- Enhanced brand loyalty



Daily Harvest is one of the most popular and trusted meal kit delivery companies today—and it's no coincidence the company is also firmly rooted in best-in-class customer care. The team's belief that customer care is all about connectivity is a philosophy that drives them to make choices with the customer's needs first in their minds.

Seeds of inspiration.

Daily Harvest Vice President of Customer Care Joe Gilgoff found CX inspiration after he and his wife spent a weekend at the Four Seasons in Boston. The attentive, personal service made Joe want to learn more about how the brand created such memorable customer experiences.

“It was everything you’d expect,” Joe said. “A personalized, luxury experience. They had every touchpoint I could have ever thought of. It was a combination of the elevated and superb branded feel and aesthetic using Apple Messages for Business. It was connectivity on a whole new level.”

Today, Joe’s team at Daily Harvest now uses Apple Messages for Business in similar ways as the Four Seasons, which fulfills the company’s goal to provide brand-rich, personalized customer service that makes people want to come back for more.

“The experience I had was so applicable to our mission at Daily Harvest, where we want our food, our mission and our experience to be available to as many people as possible,” Joe said. “Yet at the same time, we want the experience of everyone to have to feel elevated and more like a luxury hospitality experience.”

Why Apple Messages for Business?

Joe said Daily Harvest teams are constantly looking for ways to connect with customers more deeply and effectively.

“We give a lot of thought to the ways we’re connecting and engaging with our customers. We pay close attention to the types of conversations and experiences that are going to lead to the deepest and most beneficial relationship building,” Joe said.

Apple Messages for Business fit the bill, not only because of its exceptional level of personalization, but also because the platform allows Daily Harvest customers to perform self-serve actions, such as:

- Reach out to customer care teams right from their iOS devices.
- Search for Daily Harvest and start conversations from Safari, Maps, and Siri.
- Get answers to questions, resolve concerns, and make payments from their devices.



Clearing the path to astounding results.

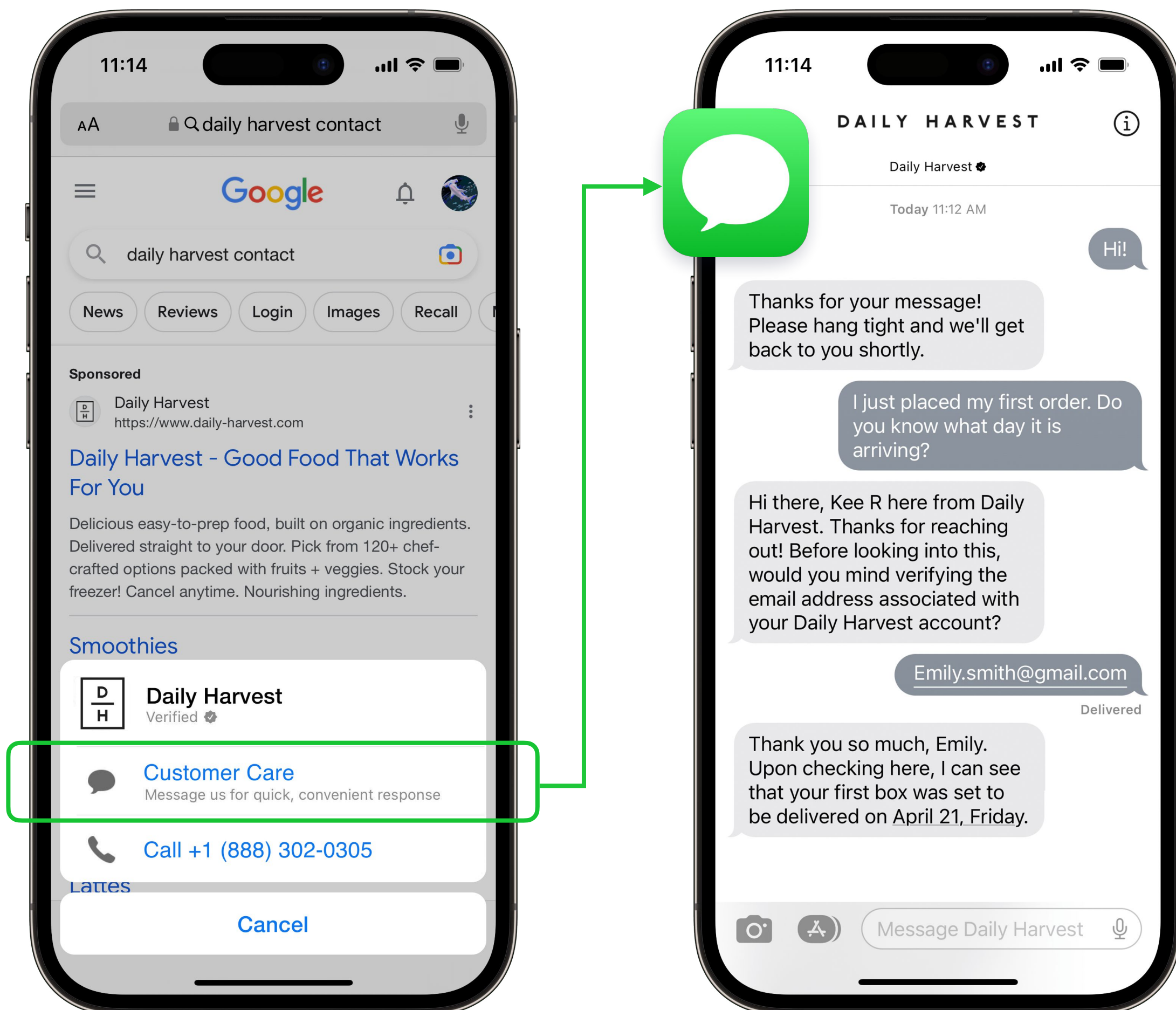
Now with the intention to design and implement Apple Messages for Business as another CX entry point, Joe and his team discovered their CRM partner couldn't support the channel.

So they turned to Quiq, whom they'd already partnered with on a digital care guide bot named Sage.

"We chatted with a number of people from the Quiq Innovation team just about tools, the industry in general, where we wanted to take our customer care. And so it didn't feel all that surprising or out of whack when we unveiled our goals with Apple Messages for Business," Joe said. "The Quiq team was able to jump right in and let us know that they knew exactly what to do."

Together, Daily Harvest and Quiq weeded out the rough spots and soon were on their way to a scrappy implementation that yielded astounding results.

Apple Messages for Business Conversation Flow



The success criteria.

Alongside a focus on easy implementation, Joe had three goals with Apple Messages for Business:

- 1 High visibility
- 2 High usage
- 3 High impact

“The majority of our SMS or messaging customer care volume that we were receiving was coming from that one entry point,” he said. “If we could basically redirect those conversations that were originating in our app from traditional SMS conversations to Apple Messages for Business, that would be a way to hit the criteria of high impact, high visibility, and high usage.”

Results.

A vast majority of Daily Harvest’s overall messaging volume has shifted over to Apple Messages for Business since implementation, according to Joe.

Quiq enabled Daily Harvest to:

- Hit **98% CSAT** immediate following launch
- Consistently **high usage among customers**
- Create its **highest-performing channel on CES (4.9)**
- Achieve **40% survey response rate**

“The other thing that has happened is that we’ve seen so much success without even leveraging all that Apple Messages for Business can do,” Joe said. “Now there's a huge appetite on the care team and across the company to leverage this channel even further and to introduce other implementations and entry points.”

Survey responses have also been high. Joe says response levels are “higher than anything I’ve ever seen in my career, in any channel by leaps and bounds.” He attributes this to the ease of filling out feedback within the Apple Messages for Business system and supported by the Quiq Conversational Platform.

“Overall, there was very much a feeling of an embrace and a safety net from the Quiq team that made it feel like we were always supported and ready to help us take the next step,” Joe said. “We’re ready when you are,’ was the feeling I always got from our Quiq team.”

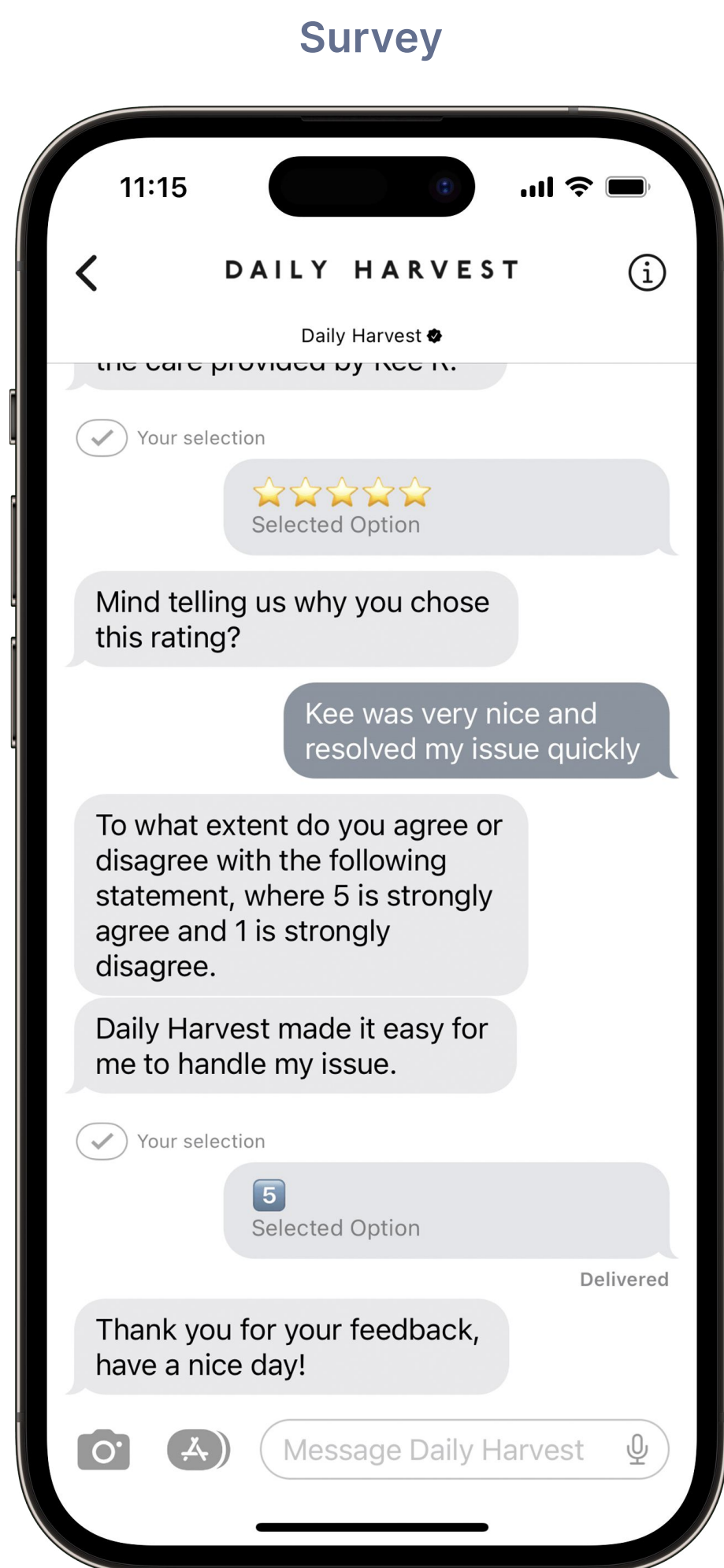
What's next?

Just as Joe and his wife wanted to spend as much time at the Four Seasons as possible, he now says that his care teams feel the same way about working inside the Quiq platform.

Given the hugely positive impact Apple Messages for Business is having on customer satisfaction and loyalty, Daily Harvest is planning to shift even more volume to that channel.

Joe is excited to take initial steps to offer Apple Messages for Business from the phone and take another look at remaining entry points, including email, to shift more of them over.

“You’ve given them a beautiful experience from the beginning of the conversation all the way to the last moment, which contributes to them leaving the conversation happy and positive,” Joe says.



“Working with Quiq to bring surveys into Apple Messages has been a massive success.”



Joe Gilgoff
VP of Customer Care at Daily Harvest