



**“Before UserVoice, I didn’t know how easy it could be to manage feedback, FAQs, and email support.”**

**MERCHMO**  
merchmo.com

**Industry:** Online Merchandising

**Location:** Nashville, TN



**Use Case:** Prioritize feedback and handle the rapid expansion of their communication load.

**Why UserVoice?**

- Simple
- User-Friendly
- Centralized platform

**THE COMPANY**

MerchMo is a next generation e-tailer and full-service merchandising company based just outside of Nashville, Tennessee. MerchMo helps clients bring their merchandising ideas to life from start to finish, providing services that range from product design and screen printing to merchandise creation, webstores, order fulfillment and customer service.

MerchMo has experienced significant growth since its beginning, doubling in size over the past year alone. Despite the customer support challenges that growth of this kind presented, MerchMo was determined to gather more customer feedback

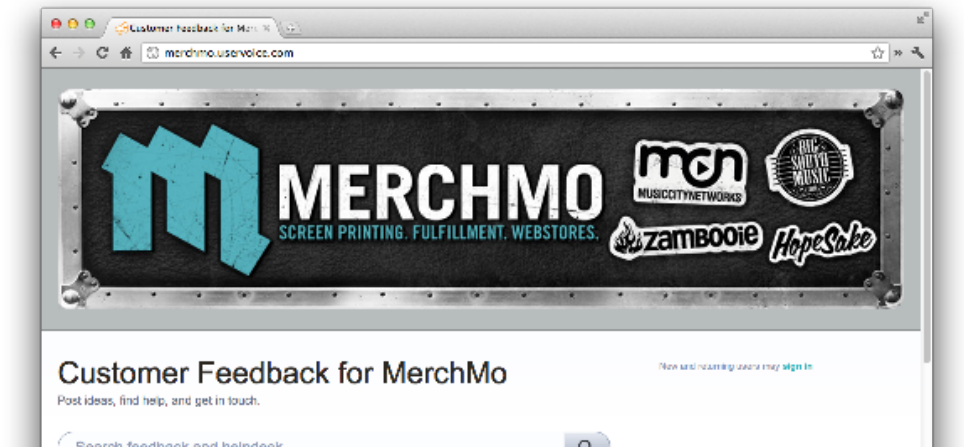
their customers wanted as well as excellent support that was so integral to the company’s operations.

**THE PROBLEM**

For several years, MerchMo used a service called Mail Tank and an FAQ page to communicate with their customers. While these tools were useful early on, MerchMo found that that they weren’t effective at gathering customer feedback and couldn’t scale with their rapid expansion. Mail Tank had no simple way to gather or prioritize suggestions sent in from their customer base and it struggled greatly with their growing communication load. To keep pace with its rapid growth, MerchMo

needed a customer service solution that could not only handle large volumes of customer feedback and inquiries but also provide assistance in efficiently responding to customer needs.

was the right service for them. “We chose UserVoice,” said Alison Mueller, manager of MerchMo customer service, “because it felt like a younger company that was enthusiastic about technology and customer service.” The fact that UserVoice had a feedback forum



MerchMo using UserVoice Full Service™

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MerchMo also found that its customer support service was made more difficult by a fragmented platform. With FAQs in one place and email support in another, handling customer needs became an unwieldy, time-consuming process. MerchMo was looking for a solution that would properly address these needs, and they found just what they were looking for when they signed on with UserVoice.

### THE IMPLEMENTATION

When MerchMo took advantage of a one month free trial of UserVoice Full Service in April of 2011, it quickly became apparent that this

for their own site also impressed MerchMo. “During our 30-day user trial, we shared many ideas and saw changes being made,” Mueller said. This responsiveness gave MerchMo confidence that UserVoice was a company that knew how to do customer service the right way. By June, MerchMo was fully committed to UserVoice Full Service.

The transition from their previous system to UserVoice was seamless. “It was set up the first day I got it,” said Mueller. “It was extremely straightforward and I could start working from day one. The whole system was very simple to organize

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and very user friendly.” Not only was UserVoice easy to use, it made customer service easier as well with its simple, centralized platform. As a company that strives to be prompt and thorough in its service to customers, MerchMo found that UserVoice was an essential component of achieving that goal. With unique features like canned responses, MerchMo was equipped to handle its customer queue quickly and efficiently. Mueller said, “I use canned responses from the Helpdesk every day. It wouldn’t be possible to have our customer service as efficient without it.”

## THE RESULTS

Excellent customer service is part of the very core of MerchMo’s business processes. “Communicating with customers makes all the difference in the world,” said Mueller, “Customers want to connect with businesses and build trust with companies especially when they’re buying online.” Teamed up with UserVoice Full Service, MerchMo knows what their customers want and is more than equipped to keep up with the support demands of their rapidly growing business -- building trust with their client base.

UserVoice has saved MerchMo time and headache with its simplicity and centralized platform. “Before UserVoice,” said Mueller, “I didn’t know how easy it could be to manage feedback, FAQs, and

email support. Now that everything is combined into a single platform, it takes less time and is much more user friendly.”

MerchMo has found it far easier to provide even better support so that customer needs are promptly and thoroughly met through an efficient, streamlined process.

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