

# SWEATY BETTY



## HOW SWEATY BETTY LEVELLED UP CUSTOMER EXPERIENCE WITH SABIO GROUP

Sabio Group tasked to implement a Salesforce platform that was intuitive, and would come with automated processes built in, resulting in a better experience for customers and employees.



## ABOUT SWEATY BETTY

Founded in 1998, Sweaty Betty has emerged as a global leader in women's activewear, embodying empowerment and performance in each piece of its collection. Known for its innovative designs that blend fashion with function, the brand offers a diverse range of products — from leggings and sports bras to swimwear and accessories.

Committed to uplifting women in their fitness journeys, Sweaty Betty emphasises quality, durability, and style, crafting gear that not only performs but also inspires. With a community-centric approach and a commitment to sustainability, the brand has successfully transformed activewear into a sisterhood of women around the world. In recent years, the firm has seen significant growth and was acquired by Wolverine Worldwide in 2021.

As part of this next phase of its growth, Sweaty Betty was at a point in time where it needed to streamline its platforms and implement a scalable customer relationship management (CRM) platform that would adapt with the business as it evolved, improving the overall customer care journey as it went.

Sabio Group and its Sabio Salesforce Practice were tasked by Sweaty Betty to implement a Salesforce platform that was intuitive, would help guide its contact centre agents and would come with automated processes built in resulting in a better experience for customers and employees.

## THE CHALLENGE

Sweaty Betty had a Help Centre that wasn't servicing customers in their channel of choice and an agent interface that didn't give a full customer view, meaning extended handling times to resolve cases.

## THE SOLUTION

Sabio utilised their proprietary Service Cloud Accelerator (SCA) to architect a robust, omni-channel CRM solution using Salesforce Service Cloud. They also added live chat functionality and integrated a chatbot that directed customers to relevant knowledge articles.

## THE RESULTS

This omni-channel CRM solution delivered exceptional results, including 66% faster resolution, 35% chat deflection to self-service, and day-one cost savings. Agents also became more efficient with streamlined tools and better customer visibility. Overall, Sabio exceeded MVP expectations and laid the groundwork to evolve Sweaty Betty's customer care into a revenue-generating function.



**-66%**  
First resolution  
time reduced



**+35%**  
uptake in  
self-service



**Increased  
satisfaction**  
channel of choice



## THE CHALLENGE: Servicing Customers in their Channel of Choice

Sweaty Betty had a Help Centre that wasn't servicing customers in their channel of choice and an agent interface that didn't give a full customer view, meaning extended handling times to resolve cases. As a brand that thrives on customer engagement, not having a single customer view was impacting customer experience.

With the absence of self-service there was an influx of customer inquiries daily. Responding to customers within their channel of choice, and within planned timescales, became a difficult task. Add to this mix a technology stack that was becoming obsolete, Sweaty Betty had to move quickly to a service that would transform their customer service.

Fiona Lind, Digital Project Manager at Sweaty Betty, said: "We were trying to look after our customers, but we were faced with challenges at every step." She added:

We needed a platform that would deliver a truly exceptional experience for our sisterhood.

Fiona Lind,  
Digital Project Manager at Sweaty Betty

## THE SOLUTION: Tailored, not Stretched

Sweaty Betty chose to work with Sabio Group, the digital CX transformation specialist, and its specialist Salesforce Practice. Known for being transformational gurus in the CX space, Sabio wasted no time diagnosing Sweaty Betty's pain points and proposed a plan so comprehensive that it promised to address every issue.

Rather than opting for a Band-Aid solution, they utilised their proprietary Service Cloud Accelerator (SCA) to architect a robust, omni-channel CRM solution using Salesforce Service Cloud. "We had to create an agile, integrated solution," explains Fiona, "and Sabio's Service Cloud Accelerator was the missing puzzle piece."

Sweaty Betty implemented Salesforce Experience Cloud, revolutionising the way customers sought self-help and interacted with the brand. Sabio added live chat functionality and integrated a chatbot that directed customers to relevant knowledge articles. This wasn't just customer service; this was customer service 'on demand'.

The live chat wasn't an afterthought. It was a strategic move to offer real-time solutions to customers and a building block to future proof our service offering.

Fiona Lind,  
Digital Project Manager at Sweaty Betty





What we achieved was beyond the MVP; it was as if we put the car into overdrive.

Fiona Lind,  
Digital Project Manager at Sweaty Betty

## THE OUTCOME: From Sprints to Marathons, with Milestones in Between

So, did it all work? Let's just say Sweaty Betty didn't just meet their Minimum Viable Product (MVP) goals; they blasted through them like an athlete shattering records. By leveraging Sabio's Service Cloud Accelerator, several planned roadmap items were fast-tracked into the MVP phase itself.

"What we achieved was beyond the MVP; it was as if we put the car into overdrive," said Fiona.

Notably, first resolution time plummeted by 66%. And with a chatbot taking up the slack, 35% of traffic in this channel was swiftly managed through self-service – a huge increase on Sweaty Betty's expected 10% deflection improvement. What's more, the customer now had the liberty to choose their channel of communication, be it email, web 2 case, self-service or chat enhancing overall satisfaction.

Let's not forget the customer service agents who are the backbone of any customer experience. Their experience underwent a massive uplift too, with reduced handling times and operational efficiencies that allowed them to focus on what really matters: the customer.

The transformation journey also paved the way for future enhancements. Sweaty Betty now has a springboard to turn their Customer Care into a personalised, revenue-generating function with the foundations set to provide a proactive service rather than reactive. Real cost savings were realised from day one, and the promise of the roadmap was overdelivered, exceeding expectations from all quarters.

Fiona said: "We got more than what we bargained for - real cost savings from day one. And more importantly, we have set the stage for Customer Care to deliver outstanding experiences, in line with our brand values."

As a brand, Sweaty Betty is no stranger to the idea of pushing limits, breaking boundaries, and setting new standards. Partnering with Sabio Group has allowed them to do just that but in a whole new arena: customer experience.

From being overwhelmed to overdelivering, from stretched resources to scalable solutions, from sweating the small stuff to celebrating big wins, Sweaty Betty's story isn't just about success; it's about a brand sprinting steadfastly into a future where CX isn't just a buzzword but a way of life.