

CUSTOMER STORY: CUYANA

FEWER DELAYS, BETTER EXPERIENCES

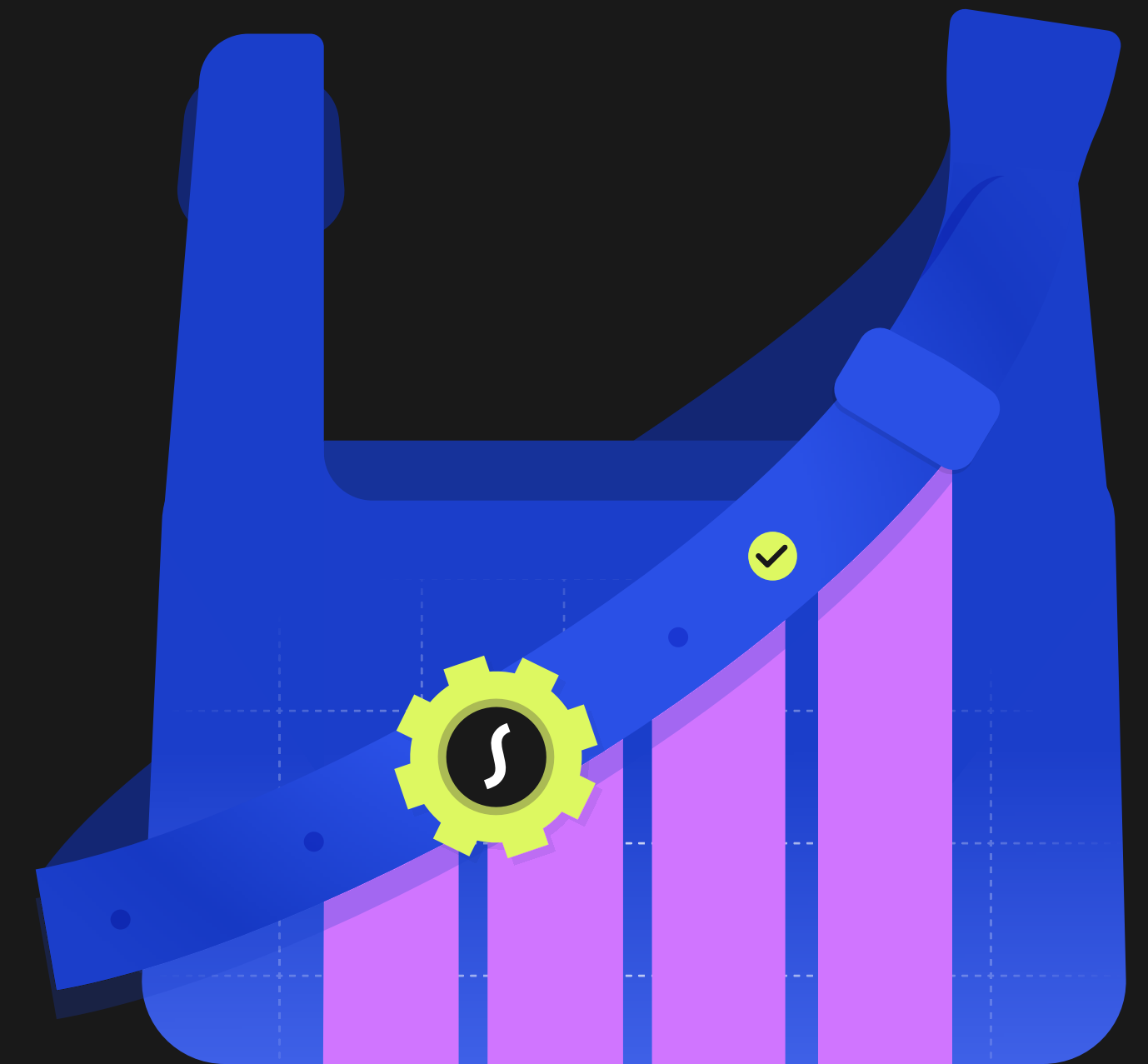
**How Cuyana Elevated Customer Service to Match
their Craftsmanship**

CRESCENDO

SNAPSHOT

CUYANA

Cuyana is a women's fashion brand renowned for its timeless handbags and accessories, crafted to last. Guided by the philosophy of “fewer, better,” the company hopes to simplify its customers' lives with high-quality pieces that are as functional as they are fashionable. With both online and retail locations in major cities, Cuyana serves customers who expect personal, premium support to match their investment. To keep pace with rising demand and protect the brand's reputation for service excellence, the CX team needed a scalable way to deliver fast, reliable responses across every channel.



CHALLENGE

Maintaining premium service with a small, diligent team

Cuyana's customer experience team was small but dedicated, comprising just a few associates who managed all inquiries across various channels. As order volume grew, so did the gap between customer expectations and the team's capacity.

In the months leading up to partnering with Crescendo, nearly half of incoming calls went unanswered, and email replies could take up to two days, often requiring multiple follow-ups to resolve. Customers who had invested in a high-quality product expected prompt, personal service, and the team was doing its best to deliver under growing volume. Seasonal spikes such as Black Friday and Cyber Monday added more pressure, stretching resources at the most critical sales moments.

Scaling the team alone couldn't keep up with the growing demand for Cuyana's best-selling products. The brand explored several automation and DIY support tools, including **Zendesk**, **Cogito**, **Kodif**, **Thinking Machine Lab**, and **Yellow. AI**. Still, none offered the flexibility or sophistication needed to handle Cuyana's high-touch inquiries. These early experiments reinforced the need for a smarter, scalable solution that could improve efficiency while preserving the thoughtful, personal service their customers expect.

WHY CRESCENDO

- AI and human support working together for speed and empathy
- Flexible infrastructure with quick implementation
- Scalable coverage without added headcount
- Built-in integrations for order tracking, returns, and exchanges
- Continuous optimization and real-time insights

TAKEAWAY

Cuyana elevated its customer service with Crescendo to keep pace with the brand’s growth and empower its team to do its best work. Since partnering with Crescendo, customer satisfaction has remained steady in the mid-80s, reflecting the same level of quality and care that defines Cuyana’s products.

For customers, that means dependable assistance whenever they reach out. For the CX team, it means more time to focus on building lasting relationships that reflect Cuyana’s promise of “fewer, better.”

85-86%

Average CSAT

CSAT: Maintained an average of 85–86% throughout the year, even during peak retail seasons.

54s

Average time-to-agent

Down from up to 48 hours, giving customers near-instant reassurance.

1 - 2 DAYS

Complex resolution

SLA: Complex tickets are resolved by human associates within 1–2 days, with immediate acknowledgment from Crescendo’s AI.

55%,
40%

Email & Voice Resolution

AI-Solved balance: Email resolution stabilized around 55% and voice around 40%, reflecting Cuyana’s goal of maintaining the right balance between Crescendo AI Assistants and human associates. Routine questions are resolved instantly by AI, while associates focus on high-value interactions that require personal attention.

Visibility

Real-time Crescendo Insights dashboards replaced static reporting, giving the CX team actionable visibility into trends and performance.

Sentiment visibility

Crescendo Insights dashboards now make it easier for the CX team to identify sentiment trends and uncover opportunities for process improvement.

SOLUTION

A collaborative rollout built for speed and brand alignment

Cuyana launched the Crescendo Email Assistant in July 2025, followed by the Crescendo Voice Assistant in August 2025. Both deployments were designed to improve response times and resolve common customer inquiries more efficiently, supporting the CX team as order volume scaled. Cuyana had already been working with Crescendo's associate support since 2022, giving the team a strong operational foundation to build on as AI Assistants were introduced.

From the start, Crescendo's AI Assistants began resolving high-volume inquiries such as order status, returns, and exchanges, accessing data from integrations with Happy Returns and Loop. When more complex issues arose, Crescendo created detailed summaries complete with customer history and order context, allowing associates to step in quickly and empathetically.

Rather than a one-size-fits-all rollout, Crescendo's Deployment Success and AI Optimization teams worked collaboratively with Cuyana to tailor the implementation. Weekly reviews, shared Crescendo Insights dashboards, and real-time feedback loops helped refine workflows and ensure every interaction reflected Cuyana's brand tone and service standards. The result was a scalable, reliable solution that felt distinctly Cuyana, efficient, thoughtful, and aligned with its premium customer experience.

As the holiday season approached, the payoff became clear. Instead of scrambling to hire temporary staff, the team entered Q4 equipped to manage peak volume with confidence, ensuring customers received immediate, brand-aligned support when it mattered most.

“Our average time to an agent is 54 seconds. Before, customers waited up to two days. Now they're connected almost instantly, followed by quick questions to understand their issue and get it resolved in minutes.”

Tyler Gardner,
Director of Customer
Experience, Cuyana

IMPACT

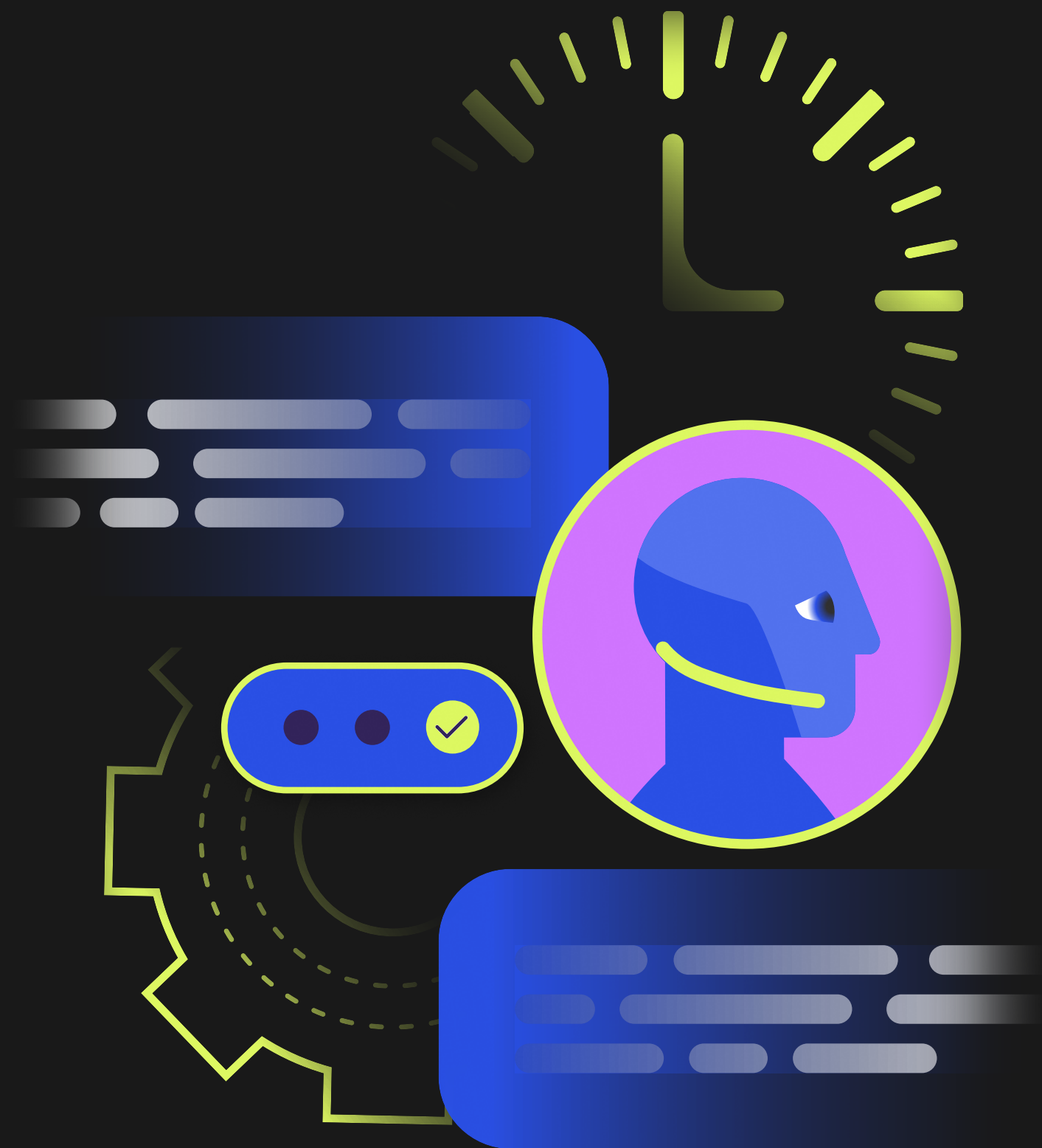
Speed, consistency, and confidence at scale

With Crescendo in place, Cuyana delivers fast, consistent support without sacrificing the personal touch customers expect. What once took up to two days now happens in seconds, and service quality stays steady, with CSAT averaging 85–86% across busy and slow seasons alike. Routine questions are answered by AI instantly, giving associates the space to step in only when a human conversation is needed.

Support operations became smoother, faster, and more measurable. AI now handles routine questions about orders, returns, and exchanges automatically, while human associates step in only when personal attention is needed. The combination improved speed without sacrificing the thoughtful tone that defines Cuyana's brand.

Crescendo's reporting and dashboards provided the CX team with real-time visibility into performance, enabling them to track trends, prioritize improvements, and maintain service quality during peak retail seasons.

For Cuyana, the impact went beyond faster resolutions. The technology gave the team confidence and agility to maintain exceptional service even as volume spiked, proving that automation and authenticity can coexist within a premium brand experience.



PARTNERSHIP PHILOSOPHY

Cuyana views Crescendo as an integrated partner in delivering meaningful customer experiences. By combining AI efficiency with human oversight, the collaboration ensures every interaction reflects the brand's commitment to care and quality. Under Tyler Gardner's direction, the CX team has kept CSAT anchored in the mid-80s, supported by Crescendo's speed, clarity, and always-on coverage.

Open communication and weekly reviews keep the system in sync with Cuyana's evolving needs. The partnership's strength lies in its adaptability. Crescendo responds quickly to feedback, fine-tunes workflows, and continuously improves outcomes. For Cuyana's CX team, this relationship is as valuable as the technology itself.

“It’s so easy to bring up an issue and have Crescendo say, ‘We can’t do it that way, but we could do it this way or this way.’ Seeing those custom workflows come to life quickly has been really cool.”

Tyler Gardner,
Director of Customer Experience, Cuyana

