



# BLOOM ORGANICS

Unleashing Potential: How  
Bloom Organics Achieved  
Business Focus through  
Outsourced Customer  
Service



Digital Customer Care  
Company

# Unleashing Potential: How Bloom Organics Achieved Business Focus through Outsourced Customer Service

Bloom Organics, a Czech startup specializing in clean vegan luxury skincare products, successfully entered the German market in 2021. However, as their popularity grew, they faced challenges in managing the increasing volume of customer inquiries and expanding into new markets. To address these hurdles and streamline their customer support operations, Bloom Organics partnered with Digital Customer Care Company, leveraging our expertise in outsourced services. This case study highlights the challenges faced by Bloom Organics, the solutions implemented, and the benefits achieved through this collaborative partnership.

Bloom Organics, a Czech startup founded in 2021, has rapidly emerged as a prominent player in the skincare industry. With a strong focus on clean vegan luxury products, Bloom Organics aims to provide customers with high-quality skincare solutions at affordable prices. Their commitment to offering cruelty-free and environmentally friendly options has garnered attention in the market, particularly among conscious consumers seeking ethical and sustainable beauty choices.

As their popularity skyrocketed, so did the number of customer inquiries pouring in. Unable to keep up with the increasing communication demands, Bloom Organics sought a solution to efficiently manage customer interactions while focusing on other critical aspects of their business.

## Partnering with Digital Customer Care Company

In July 2022, Bloom Organics made the strategic decision to collaborate with Digital Customer Care Company, a leading customer service outsourcing provider. Recognizing the importance of providing exceptional customer support, the skincare com-

***'Outsourcing customer communication was a game-changer for us'***

pany engaged Digital Customer Care Company to handle their German email communications. Karel Videcký, the CEO of Bloom Organics, expressed his enthusiasm for this collaboration, stating, "Outsourcing customer communication was a game-changer for us. It allowed us to focus on what matters most: our products and customers."

## Expanding the Scope of Outsourcing

Impressed with the efficiency and effectiveness of Digital Customer Care Company's services, Bloom Organics expanded the partnership to include additional responsibilities. Responding to customer reviews and managing incoming emails from the American market became crucial aspects of the outsourcing arrangement. For Bloom Organics, venturing into the US market was a significant milestone, and partnering with Digital Customer Care Company allowed them to establish a presence while maintaining exceptional customer support.

Videcký remarked on the expansion, "We realized the potential of the US market and wanted to make a solid impact. Outsourcing customer support and leveraging Digital Customer Care Company's expertise in managing US customer inquiries and reviews was instrumental in our successful market expansion."

## Streamlining Customer Communication Channels

Recognizing the need for a cohesive and efficient customer communication approach, Bloom Organics entrusted Digital Customer Care Company with managing various channels. Digital Customer Care Company currently focuses on handling Bloom Organics' email communications and responding to customer reviews. However, the partnership also paves the way for future expansion into managing phone calls and social media messages.

"With Digital Customer Care Company's support,

we were able to streamline our customer communication channels, starting with emails and reviews. Their expertise will soon extend to managing phone calls and social media messages, enabling us to provide consistent and exceptional support across all channels,” stated Videcký.

### Coordinating with 3rd Party Logistics Provider

As Bloom Organics continued to experience growth, logistics coordination became increasingly important. To alleviate the burden on their internal resources, Bloom Organics engaged Digital Customer Care Company to handle communication with their 3rd party logistics provider. This partnership ensured smooth operations and efficient order fulfillment, contributing to heightened customer satisfaction.

Videcký emphasized the significance of this coordination, saying, “Coordinating with our logistics provider was crucial to maintaining a seamless experience for our customers. Digital Customer Care Company efficiently managed this aspect, allowing us to focus on developing exceptional products and nurturing our customer relationships.”

### The Benefits of Outsourcing Customer Support

The collaboration between Bloom Organics and Digital Customer Care Company yielded significant benefits for the skincare company:

1. Enhanced Customer Satisfaction: With a profes-

## *‘Streamlined operations allowed us to focus on what matters most: our products and customers’*

sional team handling customer inquiries, response times improved, and customer satisfaction increased. Videcký proudly stated, “By outsourcing customer support, we witnessed a remarkable increase in customer satisfaction. Our customers appreciated the timely and attentive responses they received.”

2. Market Expansion Success: The partnership with Digital Customer Care Company proved invaluable in Bloom Organics’ expansion into the US market. By effectively managing American inquiries and reviews, Bloom Organics established

a foothold and successfully connected with their target audience.

3. Operational Efficiency and Focus: Outsourcing customer communication and logistics coordination relieved the internal resources of Bloom Organics, allowing them to focus on core business activities such as product development and strategic planning. Videcký noted, “Outsourcing these critical tasks enabled us to allocate our resources more effectively and concentrate on growing our brand and product portfolio.”

4. Seamless Customer Experience: With Digital Customer Care Company successfully managing Bloom Organics’ email communications and responding to customer reviews, the foundation has been laid for a seamless customer experience across various communication channels. As Bloom Organics expands their partnership with Digital Customer Care Company to include phone calls and social media messages, they are poised to deliver a unified and consistent experience to their customers.

### Looking ahead

The partnership with Digital Customer Care Company empowered Bloom Organics to enhance productivity, streamline operations, and prioritize their primary focus on developing exceptional products and nurturing customer relationships. With their clean vegan luxury skincare offerings, Bloom Organics continues to captivate customers while delivering outstanding customer support. As Videcký concluded, “Our collaboration with Digital Customer Care Company has allowed us to flourish. We’re excited to continue growing our brand and expanding our customer base, all while ensuring that our customers receive the support they deserve.”





Digital Customer Care  
Company

### About Digital Customer Care Company

Digital Customer Care Company helps European and North American customers to optimize all aspects of their online customer service.

The organization offers outsourced customer service and lead generation services through live chat, Facebook Messenger, WhatsApp and email for busy websites (minimum 50,000 monthly website visitors) and Facebook pages.

Digital Customer Care Company does this in German, French, Portuguese, Italian and Dutch from 7am to midnight, 7 days a week, and even 24x7 in English and Spanish.

Clients are medium to large, international companies which have online a focus on the customer.

[www.digitalcustomercare.eu](http://www.digitalcustomercare.eu)

## CUSTOMER CASE

# BLOOM ORGANICS

## Challenge

Bloom Organics faced operational challenges due to high growth, struggling to handle customer inquiries, and the need to expand into new markets..

## Solution

The company partnered with a customer service outsourcing provider to manage German emails initially and later expanded to include reviews, English inquiries, phone calls, social media messages, and logistics coordination.

## Benefits

- Prompt and efficient customer communication resulted in improved customer satisfaction and loyalty.
- Outsourcing enabled Bloom Organics to enter the US market seamlessly and establish a presence.
- Delegating customer communication and logistics coordination allowed the team to concentrate on core business activities.
- The outsourcing provider facilitated smooth coordination with 3rd party logistics, leading to enhanced order fulfillment and customer satisfaction.