

FROM INBOX CHAOS TO CUSTOMER CLARITY

How Morbern Textiles streamlined customer support with real human chat

INSTANT SAMPLES
Faster requests

50%
FEWER EMAILS
Less inbox clutter

FASTER ORDERS
Quick updates

MEET MORBERN TEXTILES

Morbern is a leading North American supplier of vinyl upholstery fabrics. They were juggling too many incoming questions and losing valuable time — until live chat changed everything.

“The chat made it so much easier to follow up and communicate with customers.”

Amanda Wilkins
Customer Service Manager

THE CHALLENGE

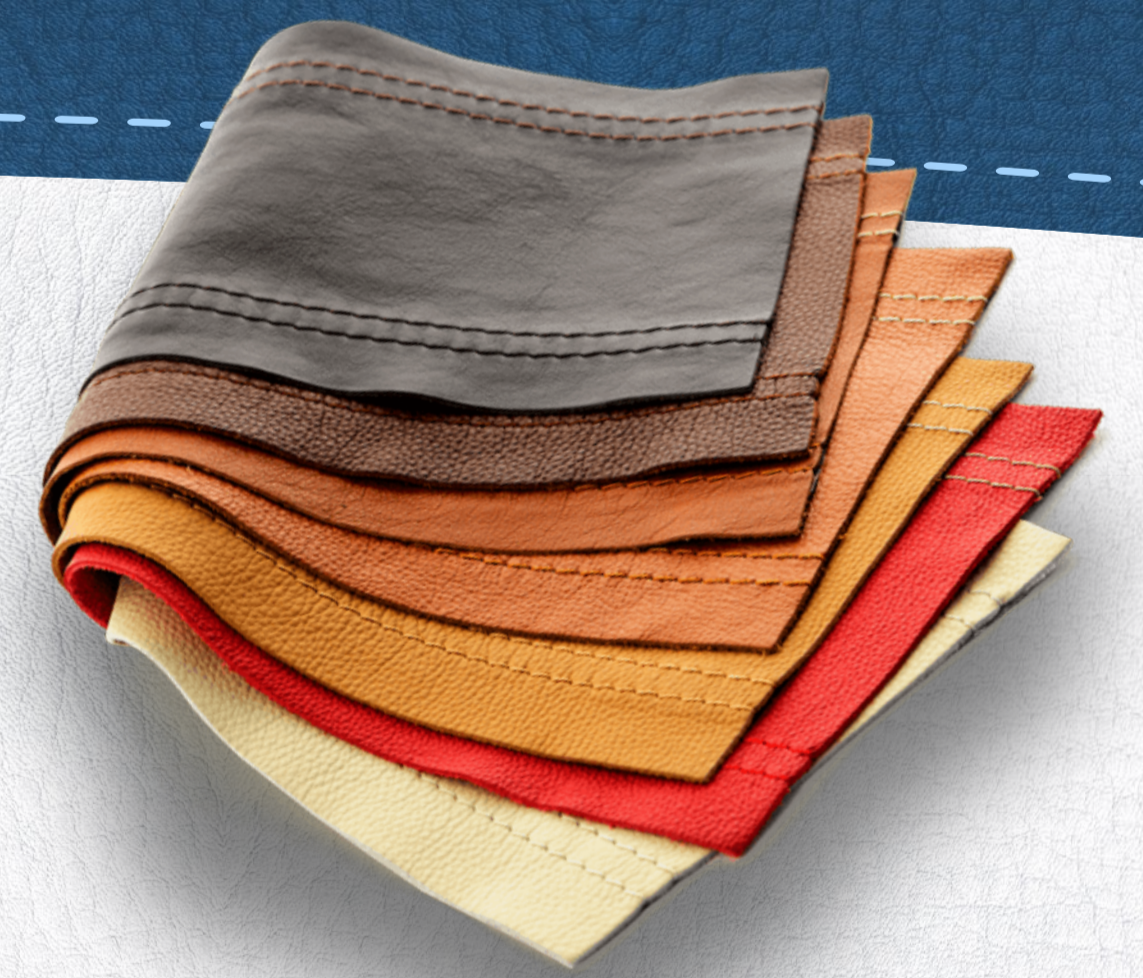
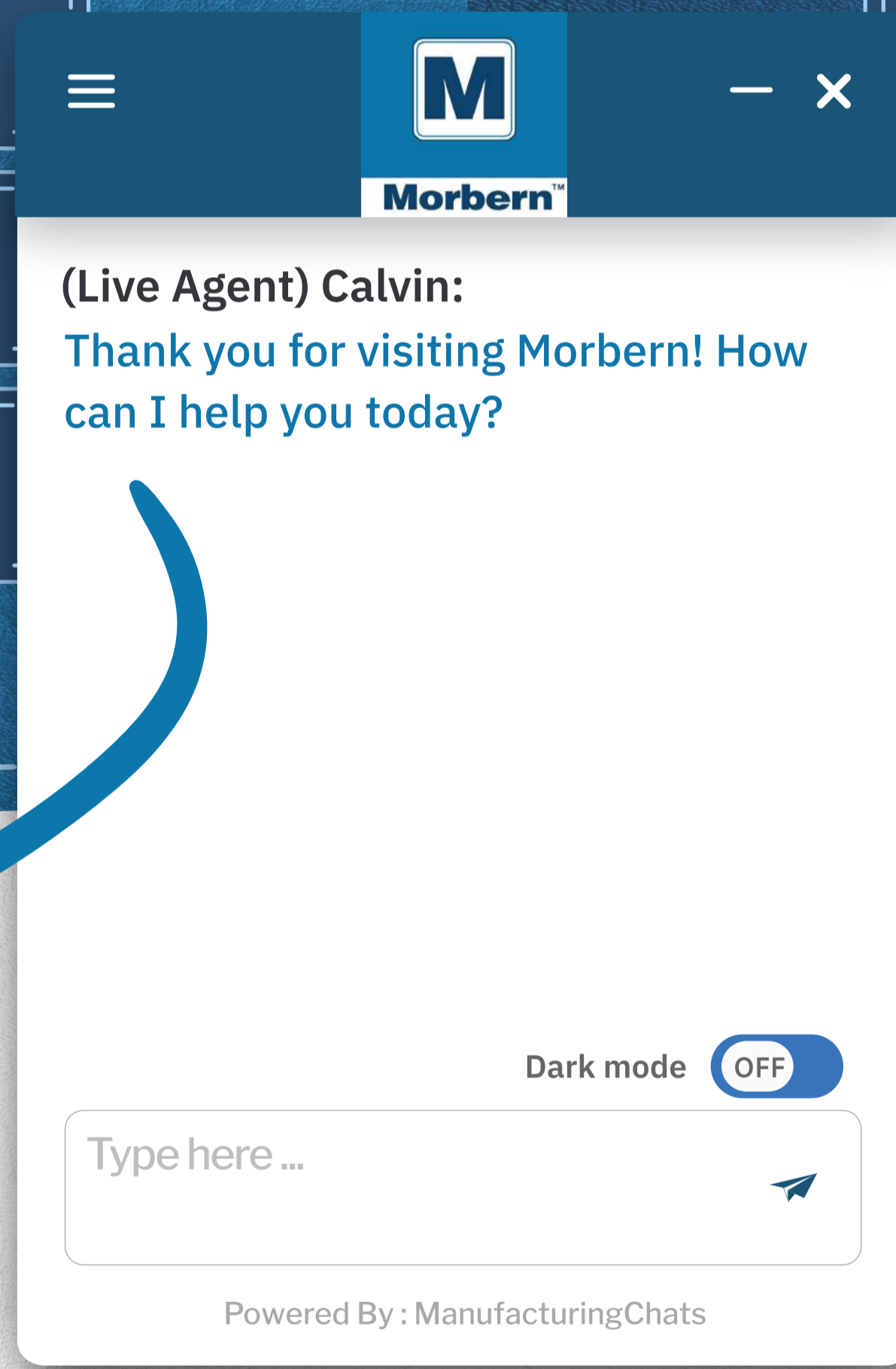
Reps Buried in Repetitive Requests

- Missed or delayed responses to inquiries
- Inbox overloaded with sample requests
- Customers waiting for simple answers
- Reps unable to prioritize high-touch service

THE SOLUTION

Chat That Works Like Part of the Team

- 24/7 live chat embedded on the site
- Sample requests answered instantly
- Clear routing to online orders
- Fewer emails and better customer flow



RESULTS

The Impact on Morbern's Team

50% drop in customer emails

Faster order processing

Strong support from upper management

More time for real customer support

Happier customers with instant answers

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