



DELIVERING EXCEPTIONAL AUTOMATED CUSTOMER SERVICE

## Why Mon Cheri Bridals said “Yes!” to NLX

**About Mon Cheri Bridals:** Mon Cheri has been a leader in the bridal and special occasion industries since July of 1991. CEO Stephen Lang’s goals for Mon Cheri were to excel as a leading bridal gown and wedding dress manufacturer by providing not only quality products but exceptional customer relations as well. Wedding dresses were only the beginning for Mon Cheri; today, the company produces over twenty branded special occasion product lines worldwide.

MON CHERI  
BRIDALS™

### THE CHALLENGE

Mon Cheri is a B2B bridal and special occasion supplier for more than 1500 retailers and bridal shops across the U.S. and Canada, and they pride themselves on their quality products and exceptional customer relations.

Like many businesses, Mon Cheri faced challenging times during the pandemic as couples rescheduled their wedding dates with retailers/shops...and by extension, Mon Cheri.

As COVID-19 restrictions lifted in 2022, Mon Cheri experienced a major uptick in business as orders began flooding in. The dramatic uptick in business resulted in a major uptick in customer inquiries to Mon Cheri’s call center, resulting in long hold times and customer frustration.

Looking to improve their customer support, Mon Cheri searched for a quick way to automate its incoming calls that would work the systems already in place.

“All the weddings canceled over the last couple of years have found a happy home, and that home is ... 2022. Roughly 2.5 million weddings are expected to happen this year, the most since 1984, according to the Wedding Report...”  
- [The New York Times](#)

### OUR SOLUTION

During the initial sales call, NLX showed Mon Cheri through a custom demo how Conversations by NLX could help the bridal distributor reduce hold times, extend hours of service, and improve customer satisfaction through voice, chat, and multimodal automation for common customer inquiries.

Not only could NLX help augment Mon Cheri’s customer relations, but NLX could help Mon Cheri further harvest recent investments in back-end business management software!

The bridal distributor was working with Withum to upgrade its IT systems with NetSuite, a cloud-based business software, and because Conversations by NLX integrates with virtually anything, Mon Cheri saved time, effort, and money on their customer self-service experience.

Mon Cheri signed up for NLX’s cost-effective pay-as-you-go Conversations by NLX platform and began building and managing its customer self-service experiences for account balance and order status to start. The brand is continuing to expand to other common inquiries and channels.

**About Withum:** Withum is a forward-thinking, technology-driven advisory and accounting firm committed to helping clients be more profitable, efficient and productive in today’s complex business environment. Withum is an independent member of HLB, the global advisory and accounting network, with an international reach to over 150 countries worldwide. [www.withum.com](http://www.withum.com)

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## CUSTOMER EXPERIENCE

With Conversations by NLX, Mon Cheri retailers and local shops are now able to call into the bridal and special occasion distributor to request updates on things like order status and account balance, without ever needing to wait on hold for a representative.

Additionally, should Mon Cheri's customers need written documentation of what was shared over the phone, Mon Cheri is also able to provide immediate automated confirmation emails at the customer's request.

Plus, Mon Cheri's customers are no longer limited to call center hours either! Customers can resolve their inquiries 24/7 at their own pace.



## THE WIN

Mon Cheri was able to take the pressure off of its call center by transforming its customer contact into 24/7 self-service experiences with Conversations by NLX. The platform and cost scales according to demand, so Mon Cheri only pays for what is used.

Plus, because Conversations by NLX integrated easily with NetSuite, Mon Cheri is able to personalize each customer self-service experience. The Conversational AI platform worked with the NetSuite e-commerce instance and other systems and channels already in place, saving time, resources, and money on the cost of integrations.

“Withum’s expertise with NetSuite and NLX’s ability to integrate with virtually any platform made personalizing and automating our customer service fast and easy. We were able to maintain our exceptional customer service standards and offer our clients even faster service.”

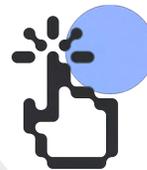
- **Mon Cheri Bridals Vice President of Operations Jami Mensch**



Automated



24/7 Service



Integrates



↓ Hold Times