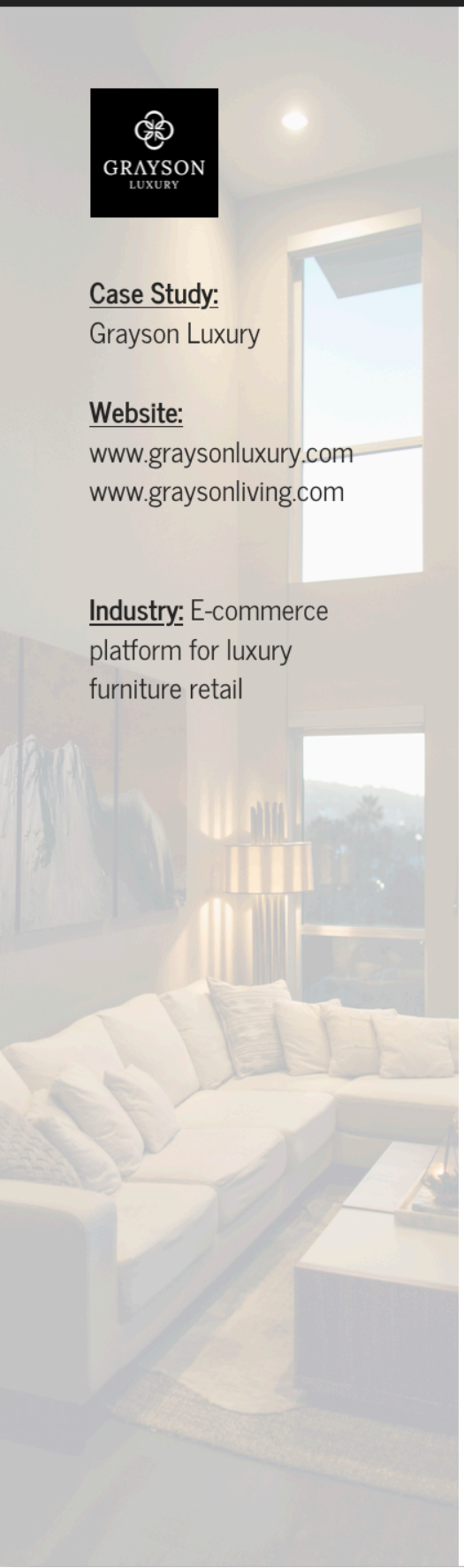
How Grayson Luxury Achieved an 80% Reduction in Damage Claims with a Streamlined Process & Workflow Creation



Case Study:
Grayson Luxury

Website:
www.graysonluxury.com
www.graysonliving.com

Industry: E-commerce platform for luxury furniture retail

About Grayson Luxury

Grayson Luxury is an online retailer of luxury furnishings and decor. In three years, we transformed its broken claims process into a streamlined, collaborative system.

The result: an 80% reduction in shipping damage claims, a customer rating increase from 3.4 to 4.4, and improved brand reputation. This case study highlights the challenge, solution, and measurable results.

The Challenge: High Rate of Damage Claims

Shipping damage claims were constant, creating:

- High costs in manpower, logistics, replacements, and refunds
- Angry customers, long resolution times (weeks)
- Negative reviews, dragging ratings down to 3.4
- Reputation risk for a luxury brand reliant on customer trust

At stake: Brand reputation, customer retention, and long-term revenue growth.

Context/ Problem: No clear claims processing systems or workflows. Team members worked in silos, deferring to senior management, which created delays and poor customer experiences. Customers arrived angry and escalated quickly, leaving negative reviews that hurt the brand reputation.

Grayson Luxury: A Case Study

How Grayson Luxury Achieved an 80% Reduction in Damage Claims with a Streamlined Process



Key Takeaway:
A streamlined process and collaborative workflow can transform customer experience and brand reputation.

This project also demonstrated transferable problem-solving and leadership skills that can impact operations, logistics, and customer success in any industry.

The Solution: A Streamlined Workflow

Actions Taken:

- Interviewed claims team members and listened to customer pain points.
- Designed a three-pronged strategy: implement workflow; educate team/customers; revise online claims form.
- Tested free/low-cost project management tools (Asana, Trello, Monday.com, Airtable)
- Selected Airtable for accessibility, transparency, and collaboration.
- Introduced one standard process, reducing dependence on senior management and bottlenecks.

This approach fostered a culture of community, collaboration, trust, and transparency.

Short-term Goals:

- Reduce damage claims by 50% in the first quarter.

Long-term Goals:

- Achieve an 80% reduction in damage claims.
- Increase customer satisfaction.
- Establish a new standard for luxury delivery.

The Final Results

80% reduction in damage claims over three years
780 → 290 (-80%)

29.4% improvement in customer ratings
3.4 → 4.4

Unresponsive → Streamlined, proactive customer communication

Additional Improvements:

- Better quality control procedures
- Exited high-damage shipper; switched to higher-quality partner

Qualitative Wins:

- CEO requested creation of an Experience Strategy
- GM enlisted expertise to migrate from Zendesk to FreshDesk CRM
- Team collaboration and accountability increased significantly