



Overstock & RCS



Jimmy Budnik
VP of Customer Care
10 Years with Overstock

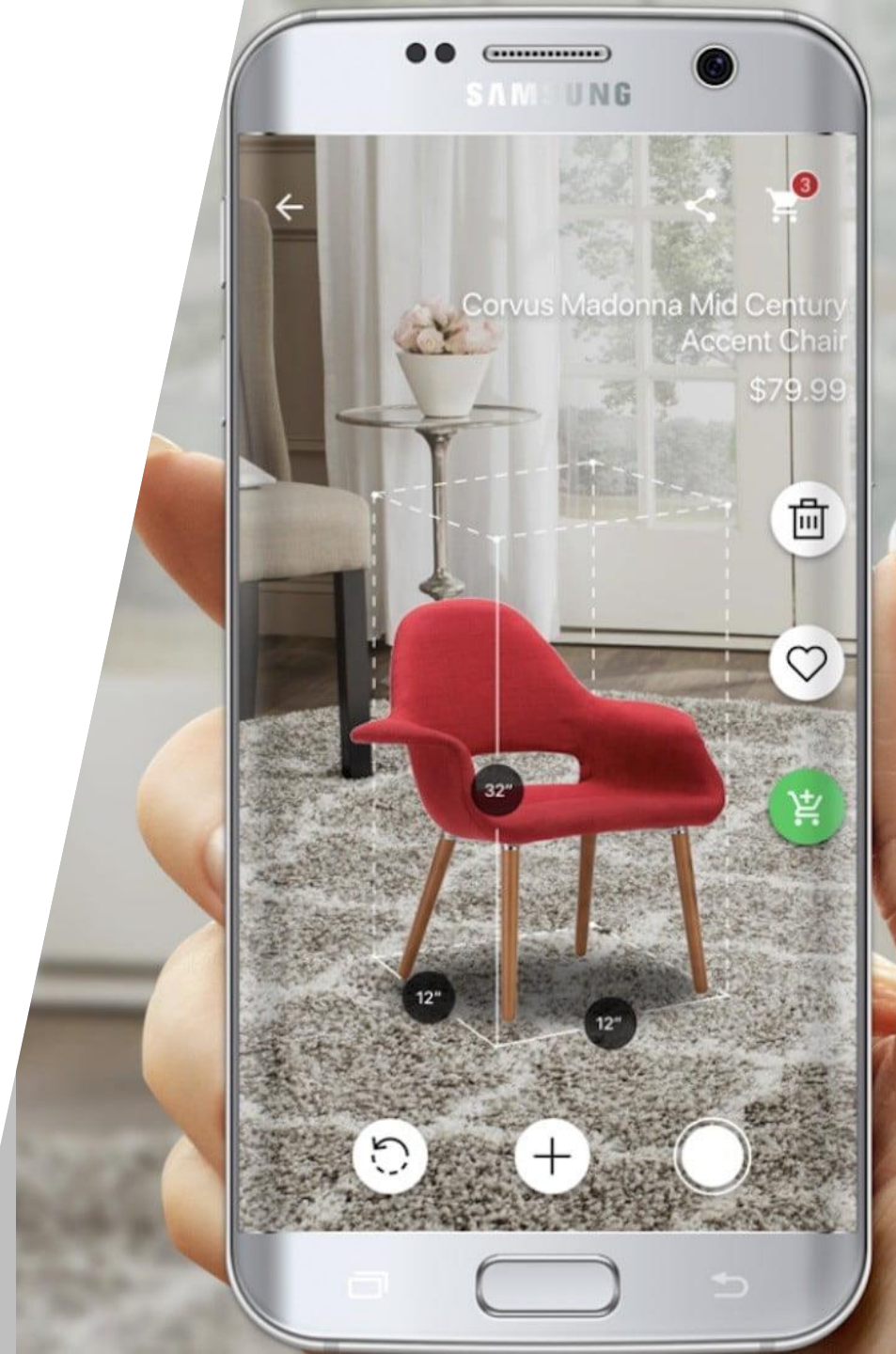
about overstock

- pure-play online retailer
- founded in 1999
- headquartered in midvale, utah



customer care tech

We use technology to make the lives of our customers easier.



traditional contact channels



Phone



Chat

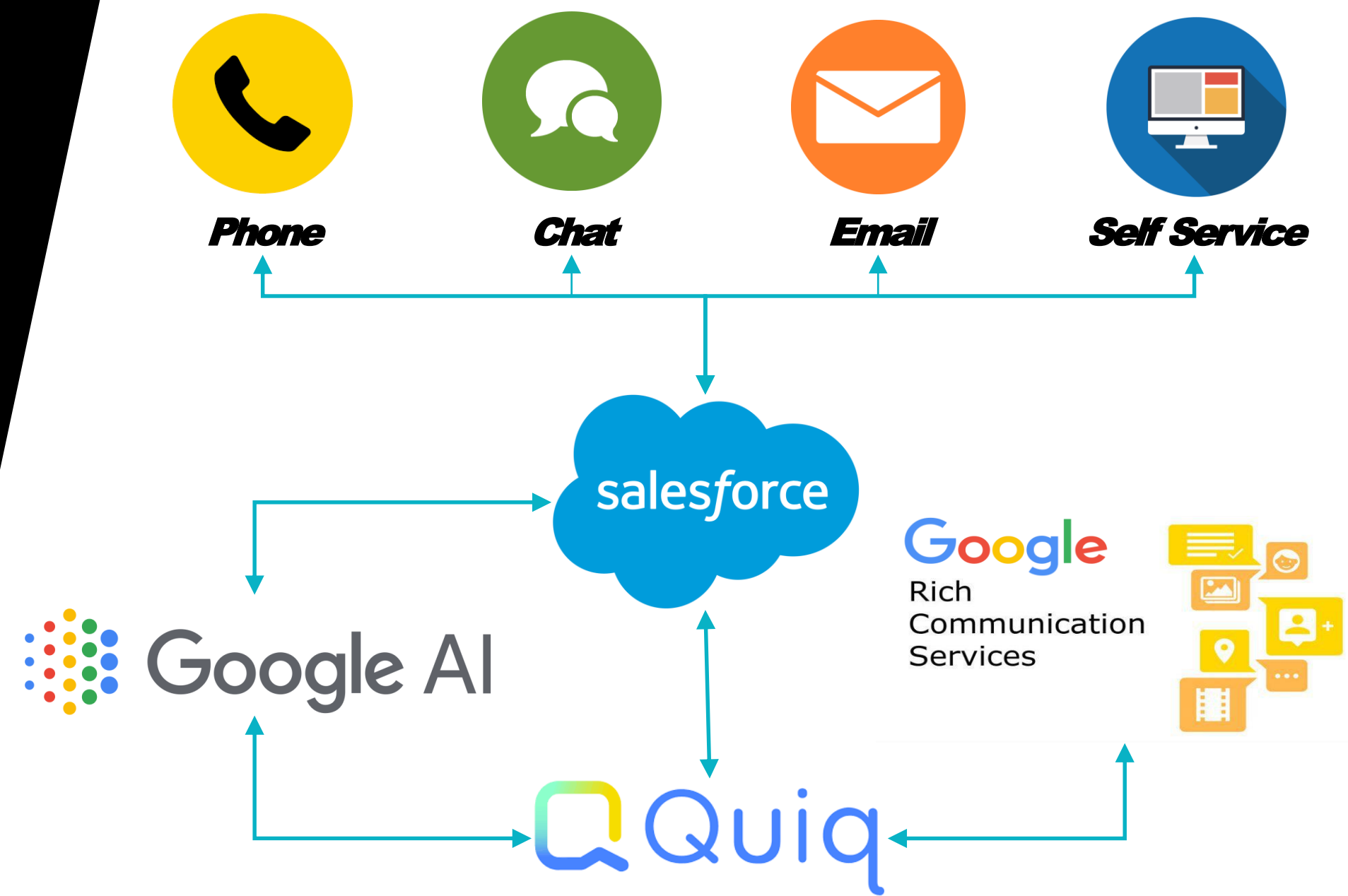


Email



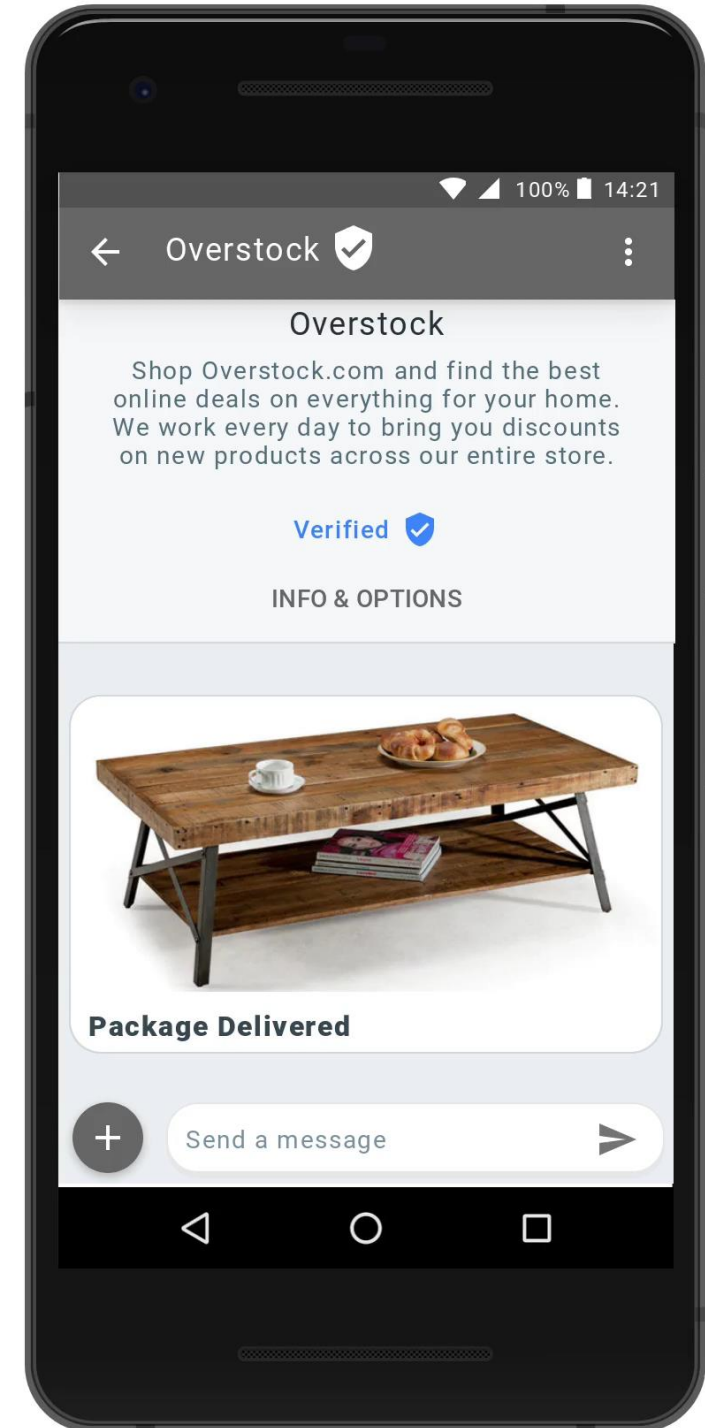
Self Service

omni-channels strategy



RCS for product reviews

- customer engagement
- product conversion
- assortment strategy
- search engine optimization
- customer loyalty



the future

Continue to engage customers in a personal and authentic way through technology.



