

Fox Racing enhances customer experience with self-service tracking and returns

Fox Racing, the world's top-selling motocross apparel brand, has a passionate following of riders and a team dedicated to its mission: "honor yesterday, conquer today, invent tomorrow." With a global presence across Europe, North America, and beyond, Fox Racing is owned by Vista Outdoor, a parent to 41 leading sporting brands. As part of its strategy to lead in digital commerce, **Fox Racing consolidated its regional websites into a unified storefront using Salesforce, enhancing customer experience and streamlining order tracking and returns.**

CHALLENGES

Fox Racing set out to elevate the customer experience and stay competitive by focusing on these key areas:

→ Improve Visibility

Provide real-time access to order, delivery, and return statuses for greater transparency and peace of mind.

→ Simplify Returns

Enable self-service returns for a smoother, more convenient customer experience.

→ Streamline Support

Reduce calls about returns and delivery issues, freeing up employees for higher-value customer interactions.

→ Automate Returns

Minimize errors and save employee time by automating manual return processes.

→ Enhance Omnichannel Experience

Build a platform to advance Fox Racing's omnichannel strategy.

→ Accurate Reporting

Capture consistent, real-time returns data for better reporting and customer insights.



GOAL

Improve customer satisfaction and operational efficiencies

RESULTS

- 18% less "where is my order?" (WISMO) calls
- Increased returns efficiency
- Full omnichannel customer experience

33%

Reduction in return related support calls



SOLUTION

By implementing Zenkraft, Fox Racing effectively enhanced the customer experience and remained competitive. Zenkraft delivered real-time visibility into order, delivery, and return statuses, allowing customers to track shipments confidently. The self-service return feature simplified the process, while automation reduced errors and freed up employee time for more valuable interactions. Additionally, Zenkraft strengthened Fox Racing's omnichannel strategy by providing a cohesive platform for accurate, real-time returns data, improving reporting and customer insights. This comprehensive solution significantly elevated Fox Racing's customer experience.



RESULTS

With Zenkraft, Fox Racing can manage all delivery and return operations seamlessly on a single platform. The implementation of real-time tracking and returns features has already led to significant efficiency gains and improved customer satisfaction:

→ Improved returns:

Returns-related support calls decreased by **33%**.

→ Reduced support calls:

"Where is my order?" (WISMO) inquiries fell by **18%**.

→ Agile operations:

Flexibility to change fulfillment partners without disrupting the returns and tracking experience.

→ Scalable platform:

A comprehensive platform that supports Fox Racing's evolution into an omnichannel retailer, catering to riders wherever they are.



Zenkraft acts as an extension of our team and approaches our problems with a solutions based mindset, partnering with us as we evolve and grow our omnichannel business.

The Zenkraft solution enables us to ensure our shipping is with our consistent brand experience that puts the customer at the center — while also enabling us to drive greater efficiencies and reduce operational costs."

OWEN SPENCER

Director of Digital Applications at Fox Racing

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