

*Model featured wearing
Go-To Henley Short
Sleeve in Black and All
Day Every Day Pant in
Fog, two of Public
Rec's signature items.*

Case Study:
Public Rec

**How an
overnight cult brand
delivered an exceptional
customer experience**



You won't regret the decision to hire Peak Support. Their team members in the Philippines are world-class experts in customer support. They are flexible and really willing to work with you and help you scale up or down, depending on what's needed during that time. They're constantly thinking about forecasting. They're not just support, they're strategic partners."

Zach Goldstein
Founder

Public Rec began is a Chicago-based apparel brand founded by Zach Goldstein. The company was launched with a Kickstarter campaign in 2015, and has been rapidly growing ever since. Public Rec started as a digitally-native apparel brand on a mission to make comfort look good. They've since partnered with major US retailers such as Neiman Marcus and Nordstrom and have opened multiple physical storefronts while maintaining their strong digital presence.

Challenge

When Goldstein first started Public Rec, he was a solo founder, running the company completely on his own. That meant he also dealt with all of the customer service issues personally. His customer support system consisted of answering inquiries via Gmail and Google Voice. That was simply not sustainable for a fast growing company. It quickly became apparent that he couldn't grow the business without help. He needed a solution that would scale, and he needed it quickly.

Solution

Based on a personal recommendation from Ministry of Supply, a high-performance business wear brand, Goldstein took a chance on Peak Support in 2017. Fast forward to 2024, the Public Rec customer support team based in the Philippines fully manages the customer support function and averages about 2,900 tickets a month, consistently achieving a csat rate of 90%.

The Early Days vs. Today

“When I was considering outsourcing my customer support, I was worried that no company could respond as fast as I did, or answer with the same tone of voice, but Peak Support learned the business very quickly.”

At the start of the partnership, Goldstein and Peak Support set a broad goal of covering every ticket within 24 hours. Peak Support also had an internal goal of reaching a CSAT score of 88% or higher. The benchmark for this industry was 85%, and Peak Support aimed to surpass that. Several years later, the numbers continue to speak for themselves.

	2017	2024
Channels	Email only	Email, phone, chat, & social media (Chatbot implemented)
# of Products	5	Down to 50 due to the sunset of the Women's line
Avg. Tickets per Month	300	2900 (avg volume went down when we implemented deflection strategies and when we cutover to Zendesk where we were able to do more automations.)
# of Support Agents	2	7 for the Core team (outside of BFCM Peak Season) Goes up to 12 during BFCM. Forecasting strategies were also improved allowing us to plan for the seasonality better. BFCM growth are from seasonal hires.
Avg. CSAT Score	Not tracked	90% (shifted from a 1-5 scoring system to good/bad after transition to Zendesk)
Avg. First Response Time	Not tracked	90% (shifted from a 1-5 scoring system to good/bad after transition to Zendesk)

Since beginning our partnership, Public Rec has seen triple digit percentage revenue growth, driven in part by its reputation for excellent customer service. In addition, it's been able to scale the customer support team in a highly efficient way. Though the number of tickets has grown 15X, the support team has only grown 5X.

The Changes That Made All the Difference

As Peak Support got to know Public Rec's business and customers more, they started to implement changes that ended up significantly boosting the quality and efficiency of Public Rec's support operation.

By integrating a reporting dashboard, and designing a custom Excel model for staffing and ticket forecasting, Peak Support was able to better track the team's performance, drive improvements, and plan for the future.

They also added additional channels of support such as:

- Inbound & Outbound Calls: AirCall
- Social: Kustomer (Instagram, Facebook, Twitter)
- Product Review: Trustpilot and Yotpo
- Help Center: Kustomer

Turning “Lookers Into Buyers” That Keep Coming Back

A major challenge of any company is customer retention. With the help of Peak Support, Public Rec saw significant customer loyalty. Says Goldstein:

“The customer experience and customer support is how we keep customers coming back and how we convert them from lookers to buyers. It's an integral part of our business. We constantly hear how great the support team is and how happy they are with the support, and that stuff really matters. It gives comfort to people who are otherwise shopping from a newer brand.” - Goldstein

Just take a look at what some of Public Rec's customers are saying...

"Beyond any expectations, went the extra mile! Unbelievable support and product."

"I like your pants a lot and with customer service like this you could very easily have a customer for life!!"

"Amazing turn around time with the reply and the action. Also...the person, Marichel, might have been the most efficient yet friendly support rep I have dealt with."

"Amazing customer service. Quick, accommodating, courteous, and hard-working. I got what I had hoped would happen. Thank you!"

A True Partner

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Today, Public Rec has 20-25 employees, and Goldstein is hands off when it comes to managing the customer support team. Mollie Brennan, Chief of Staff, serves as Peak Support's primary point of contact and manages the partnership in an effort to build and lead the next billion-dollar apparel brand.

About Peak Support



Based in Cambridge, Massachusetts, Peak Support is a rapidly growing services provider dedicated to providing exceptional support to high-growth companies. We offer a wide array of services including customer support, sales operations, and business process outsourcing. Our global delivery model enables us to provide service from the Philippines, the U.S., and more. We hire the best agents in the business and we are relentlessly dedicated to helping our clients succeed.

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