

# Tipsy Elves scales support by 5x during peak season with **92% CSAT**



## What they are saying about Influx:

“Influx has made a huge impact at Tipsy Elves. Their attention to detail and organization is unmatched. Influx has the ability to maintain the quality of service no matter how much we expand the team. They’ve made our Holiday season much more enjoyable and efficient. Customers are happy, and we’re happier!”



- Stefani, Tipsy Elves

[Tipsy Elves](#) is an eCommerce holiday-themed apparel company founded in 2011, known for its quirky, festive clothing. Based in San Diego, Tipsy Elves quickly gained recognition as one of the region's fastest-growing companies. The brand's popularity skyrocketed after multiple appearances on ABC's Shark Tank and Beyond The Tank.

### THE NEED:

- Scalability (especially during peak season)
- Customer satisfaction focus
- Workforce management and forecasting

### THE RESULTS:

- 92% CSAT
- 0 transfers and escalations
- 6.2 hr FRT for email support
- Scale 5x during peak season

## Getting started with Influx:

Tipsy Elves partnered with Influx, starting with a small team of year-round, voice-capable agents based in Jamaica. Initially, the team consisted of one dedicated agent, with a contingency agent on standby, working alongside an internal support agent at Tipsy Elves.

Handling common eCommerce customer support queries like refunds, exchanges, and returns—Influx’s agents were trained to embody Tipsy Elves’ brand voice, with ongoing weekly meetings to refine support processes and agent performance. The team expanded in Q4, ramping up to 10-15 agents during peak season to manage the increased volume of customer inquiries across voice, chat, and email channels—then scaled down to reflect demand.

In addition to customer support, Influx took over support-related social media communications when Tipsy Elves’ social media manager went on maternity leave, demonstrating the partnership’s flexibility.