



What can a global fashion subscription service teach you about the future of work?

The digital transformation of

LE TOTE

New outfit?
Bring on the

Game
Changers



Fashion Subscription Service Game Changer Moves First into China

Often called the Netflix of Fashion, Le Tote is the first U.S.-based subscription service to launch operations in China. While debuting in the largest e-commerce market in the world is both humbling and exhilarating for Le Tote CEO Rakesh Tondon, one of the biggest challenges on his mind is communication.

Connecting a New Global Workforce

As Le Tote scales globally, Tondon wants to integrate and align the company's international engineering and product development teams to fully leverage shared resources and drive collaboration and product refinement for both global and local markets.

"There are always challenges when rolling out tools that work seamlessly in the U.S., but not as well in other countries," said Tondon. "Right now, we're using Slack as our instant messaging platform for all geographies, and it's been performing well."

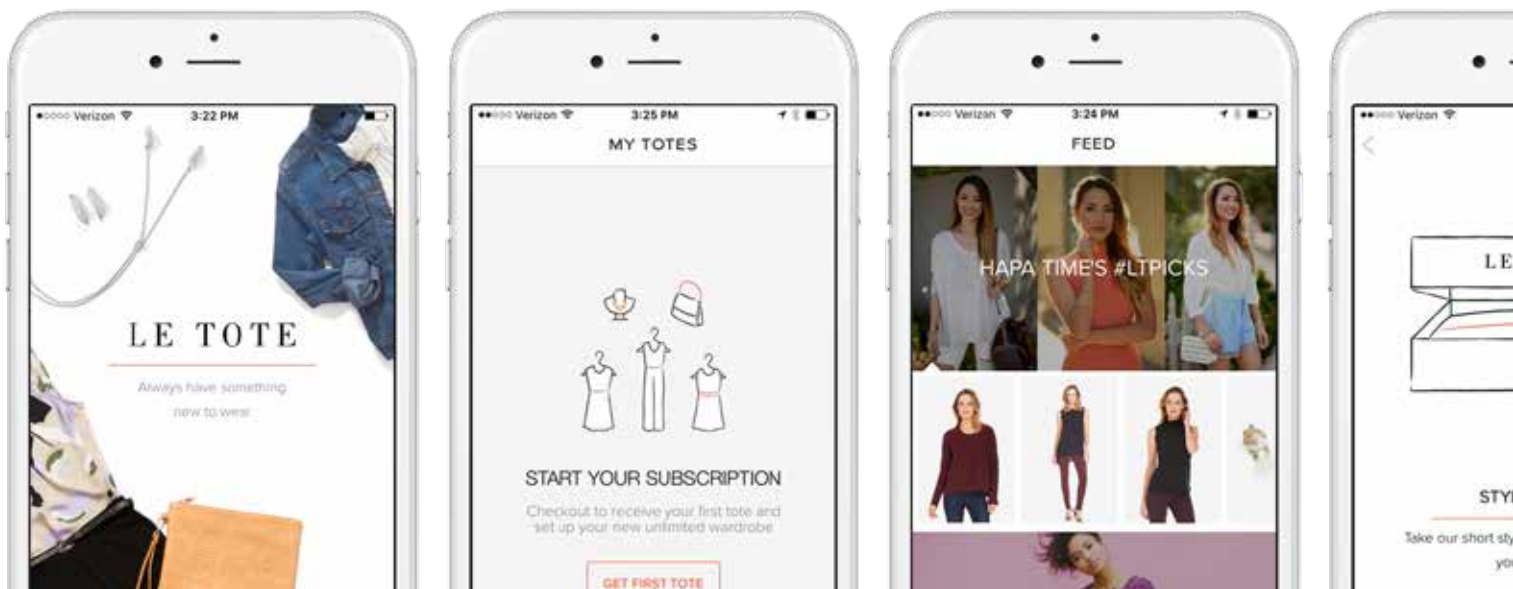
For internal file and document collaboration, Le Tote uses content collaboration platform Quip. "It works well in China and has a lot of features that Google Docs doesn't have," said Tondon. The company is also planning to roll out additional resources like central repositories for customer care and knowledge transfer soon.



"The company today is very different from what it was even two years ago," Tondon explained. "Back then, we had 80 to 90 employees globally; now, we have 500 U.S. employees and about 150 employees in China and the Philippines. Communication and collaboration are my top priorities."

Coinciding with the introduction of new collaboration tools, Tondon says that he's also personally focused on doing a better job of communicating with employees and using new technology to keep them informed of major critical issues that are being discussed and decided in different departments.

"We're building internal wikis; we're creating FAQs about the company and promoting perks that we offer to employees," reported Tondon. "We want these communications to live right alongside important information about the critical deadlines for projects that they're working on."



Customization Is a Core Value

This individualized focus on employees' needs is a natural extension of the technology-driven customer personalization that defines the Le Tote brand. After a customer signs up for Le Tote's subscription service, the company delivers a highly personalized fashion rental experience. Women create and receive a customized box of apparel and accessories that they can wear out and about, for as long as they like. When they're ready for their next box, they keep any items they want to buy and return the rest. The company then sends out their next box within days. No matter how many boxes a customer gets per month, they pay just one flat monthly fee.

"With every single email message and every touch point we have with our customers, we're using technology tools and artificial intelligence to dynamically create a completely personalized experience," said Tondon. "It's at the heart of what we do, and we are prepared and highly motivated to adapt as our customers' needs change."

But, global expansion has brought some challenges with customer communication overall. On the customer service front, U.S. customers primarily use email for communication, while in China the platform of choice is WeChat, which is like a combination of Facebook, WhatsApp, and Snapchat.

"Ideally, we'd like to communicate from our desktop devices and have that message automatically land on a Chinese customer's WeChat or a U.S. customer's email account," explained Tondon. "However, it's highly challenging to communicate with our customers in this way given the existence of multiple platforms. We're working on achieving this kind of unified communication, but we're not there yet."



An Agile Approach Pays Off

According to Tondon, Le Tote is always trying to build faster and build smarter. “When you’re growing 100% to 200% per year like we are, the trick is to strategically anticipate your customers’ evolving tastes and needs,” he said. “We think about what it is that our customers will want in two to five years, rather than what they want right now or within the next 12 to 18 months. Because of that, we’re focused on building tools that our customers will want to use both today and far into the future.”

This ability to dynamically respond to shifting customer needs is powered by Le Tote’s approach to tech infrastructure and development. Every resource used at

the company is one that Le Tote built in-house for the company’s specific needs. For example, it built custom warehouse management and inventory management systems and even built its own hardware.

So, what other challenges does Tondon see on the horizon?

“As we scale the business around the world, it becomes harder and more expensive to hire people to respond to customers’ straightforward requests,” says Tondon.



“I’m looking forward to a future where bots will become smart enough to effectively communicate with customers and automate some processes around getting basic information from them. That technology is still being developed, but we’re definitely on the right track.”



NAME:
Rakesh Tondon

COMPANY:
Le Tote

TITLE:
Co-Founder and
Chief Executive Officer

INDUSTRY:
Apparel

EMPLOYEE COUNT:
650

HOW HE CHANGED THE GAME:
Uses data and AI to deliver a personalized fashion-rental experience around the world and achieve 100% year-over-year business growth.

Visionary leaders are changing the game for the modern workforce.

Welcome to the era of:

Game Changers

