

Industry Report

Key Players & Standards in the Shirt Subscription Market

 **REYNOLDS
RESEARCH** 20 W 34th St
New York, NY 10001

Report Overview

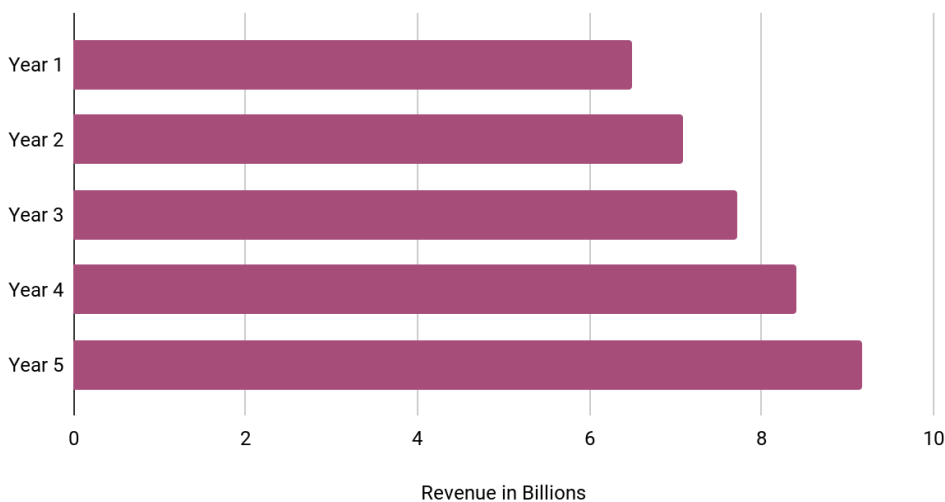
This report provides a look into the shirt subscription industry, primarily main competitors and their service standards. All data and information is based on a study of the seven highest-earning shirt subscription services:

1. ElectriTee
2. Resiss
3. Mender Apparel Co.
4. St. Weave
5. Truzi
6. Rendersenn
7. Shirtz2U

Industry Background

The shirt subscription industry was essentially non-existent one decade ago, but with the emergence and increased popularity of online shopping, the industry has exponentially grown to surpass \$6.5 billion in revenue. It is anticipated to grow 9% year over year for the next five years.

Projected Five-year Growth for the Shirt Subscription Industry



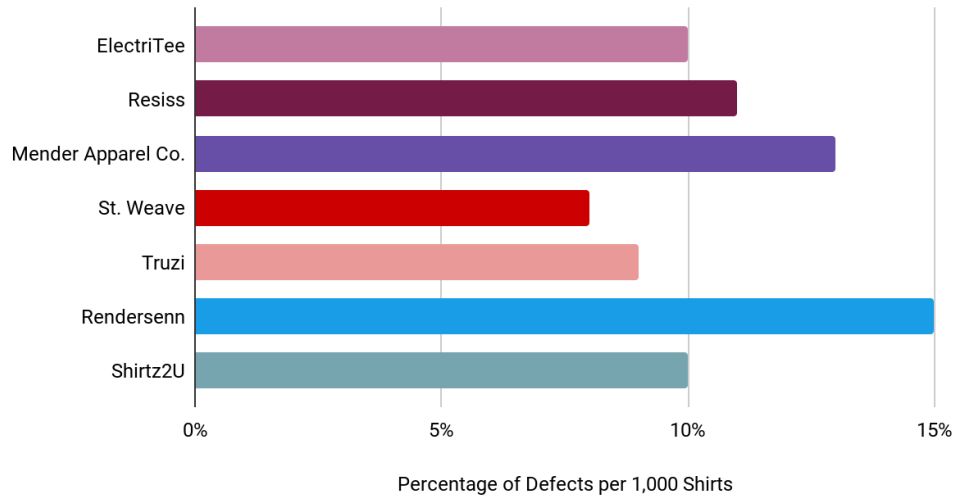
Industry Standards

Reynolds studied standards within the categories of reliability, assurance, tangibles, empathy, and responsiveness. The following standards were among the most reported and implemented by respondents.

Defects

- BEST: **St. Weave** holds the highest standard at **8% per 1,000 shirts**.
- WORST: **Rendersenn** holds the lowest standard at **15% per 1,000 shirts**.

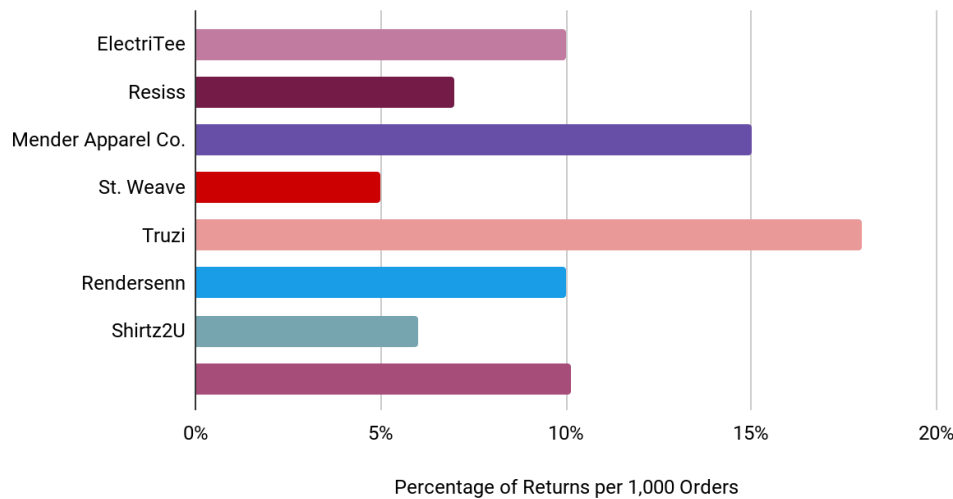
Defect Rate by Service Provider



Returns

- BEST: **St. Weave** holds the highest standard at **5% per 1,000 orders**.
- WORST: **Truzi** holds the lowest standard at **18% per 1,000 orders**.

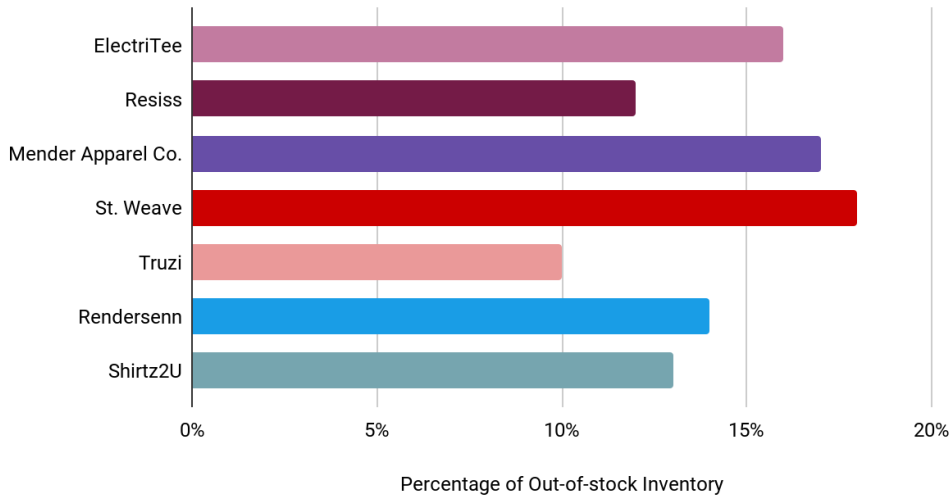
Return Rate by Service Provider



Out-of-stock Inventory

- BEST: **Truzi** holds the highest standard at **10%**.
- WORST: **St. Weave** holds the lowest standard at **18%**.

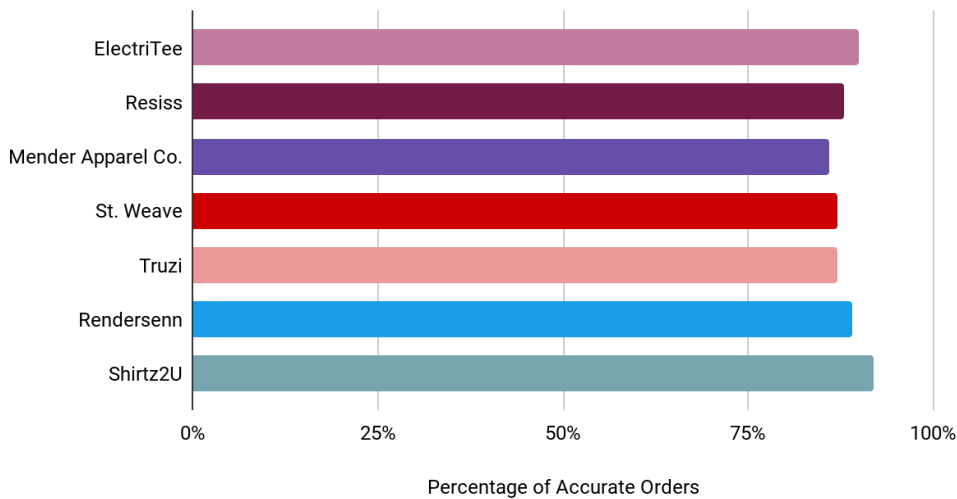
Percentage of Out-of-stock Inventory by Service Provider



Order Accuracy

- BEST: **Shirtz2U** holds the highest standard at **92%**.
- WORST: **Mender Apparel Co.** holds the lowest standard at **86%**.

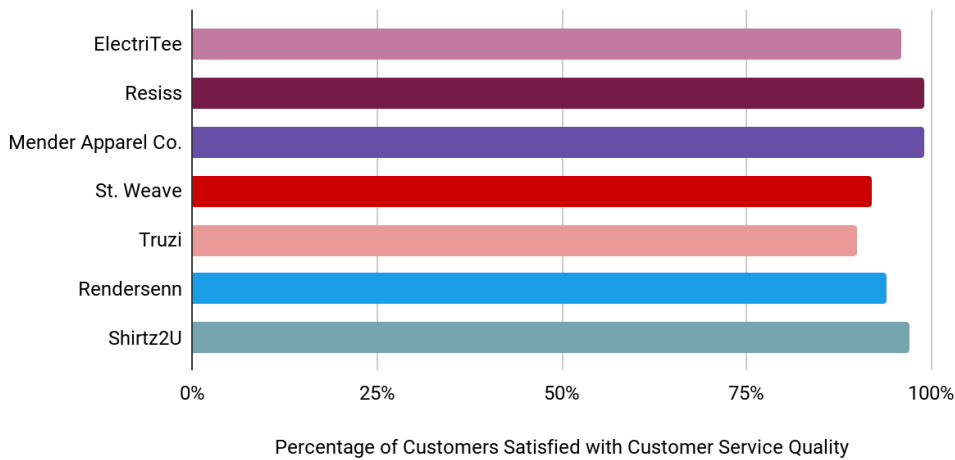
Order Accuracy Rate by Service Provider



Customer Service Quality

- BEST: **Resiss** and **Mender Apparel Co.** hold the highest standard at **99%**.
- WORST: **Truzi** holds the lowest standard at **90%**.

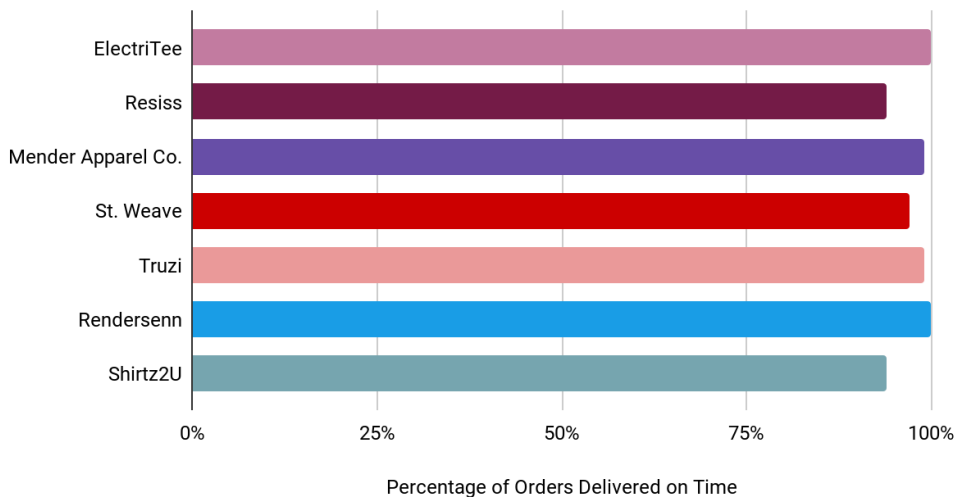
Percentage of Customers Satisfied with Customer Service Quality by Service Provider



Delivery

- BEST: **ElectriTee** and **Rendersenn** hold the highest standard at **100%**.
- WORST: **Shirtz2U** and **Resiss** hold the lowest standard at **94%**.

Percentage of Orders Delivered on Time by Service Provider



Customer Service Responsiveness

Text

- BEST: **Truzi** and **Shirtz2U** hold the highest standard at **10 minute**.
- WORST: **St. Weave** holds the lowest standard at **26 minutes**.

Email

- BEST: **Mender Apparel Co.** and **Truzi** hold the highest standard at **four hours**.
- WORST: **St. Weave** holds the lowest standard at **10 hours**.

Social Media

- BEST: **ElectriTee** holds the highest standard at **30 minutes**.
- WORST: **Truzi** holds the lowest standard at **60 minutes**.

Live Chat

- BEST: **ElectriTee** holds the highest standard at **60 seconds**.
- WORST: **Resiss and Rendersenn** hold the lowest standard at **90 seconds**.

Call Hold-time

- BEST: **ElectriTee** holds the highest standard at **30 seconds**.
- WORST: **Mender Apparel Co.** holds the lowest standard at **75 seconds**.

Response Times by Channel and Service Provider

