

LIVEPERSON SUCCESS STORY

“Chat with an expert” Quadruples Sales Leads for High Tech Company

Company Overview

A worldwide leader in networking, this high tech company provides hardware, software and services for individuals, companies and countries to increase productivity, improve customer satisfaction and strengthen competitive advantage.

The Challenge

Historically, the company primarily served “techies” at large businesses and Internet service providers (ISPs). As Internet technologies have become more accessible to an increasingly tech-savvy population, the company sought to expand their target customer base to all Internet users, including consumers and businesses of any size.

In order to reach these new prospect types, the company launched a major rebranding effort targeted at consumers and small-to-medium businesses. A redesign of the company’s website played a vital role in conveying the new image. The updated site needed to be markedly different from the company’s former multi-million page website, which catered to techies seeking product information and technical support.

The Solution

The company’s marketing team sought new technologies to differentiate the customer experience, specifically increasing interaction, engagement and customer satisfaction. The team tested a number of Web 2.0 technologies, including virtual environments, blogs, online video, and click-to-chat.

Based on the domain expertise of the LivePerson Professional Services team and the company’s unique ability to support a global rollout, the company selected LivePerson Enterprise for a click-to-chat pilot, introduced with the launch of the redesigned site.

Chat was initially tested on 15 small business and mid-market pages, offering visitors the option to “chat with an expert” at the click of a button. The LivePerson Professional Services team worked hand in hand with the company’s marketing team to evaluate and continuously optimize the program using transcript analysis, A/B and creative testing, and performance scorecards.

The company leveraged LivePerson Enterprise to maximize the impact of their newly launched site by:

Collaborating with website visitors in real time. Online visitors simply click on a button to connect instantly with a contact center agent, who can quickly deliver precise information and documentation. Agents use LivePerson collaboration tools, such as canned answers and page-push, and skills-based routing matches visitor inquiries to product experts, accelerating response time.

Pre-Implementation Goals

- Differentiate the visitor experience on new website
- Improve collaboration with new prospect types
- Increase visitor engagement and satisfaction

Post-Deployment Results

- 4x more sales leads than the phone channel
- Chat leads have 2x the potential revenue of calls and emails combined
- 95% customer satisfaction rating

LIVEPERSON SUCCESS STORY

Maximizing lead generation initiatives. Shortly after the pilot, the company added proactive chat to identify and engage hot leads in real time. Chat invitations are automatically offered to qualified prospects who demonstrate the highest propensity to buy based on behavioral targeting. For example, if a visitor returns to a product page several times to review a particular item, a chat invitation appears, asking: "Can we help you with that XYZ product?" The first three weeks of proactive chat resulted in a 10x increase in chat volume, and a 50 percent improvement in lead conversion.

Measuring customer engagement. Chat metrics have become a key success indicator for the newly implemented Web 2.0 technologies. LivePerson Enterprise supplies real-time insight into online visitor behavior, and chat exit surveys provide direct feedback from customers.

Tangible Results

Incorporating LivePerson's hosted solution with the company's new website resulted in improved conversion rates, and increased visitor engagement and satisfaction.

A Senior Director at the company calls click-to-chat "the single biggest home run we've achieved in the last six months."

Live chat converts 4x better than phone. The chat channel generates four times more sales leads than phone, and the potential revenue of chat leads is almost double that of calls and emails combined. Chat averages a 42 percent weekly conversion rate to A-quality leads.

95% of visitors rate chat agents as "excellent" or "very good." Chat is overwhelmingly popular with website visitors: in one quarter, chat volume exceeded the number of calls and emails by 13 percent.

Due to the company's success with chat on their US site, program rollouts are in progress across local sites in France, Germany, Italy and the UK. Plans are also underway to add chat to the company's Korean, Chinese, Australian, and Indian sites within the year.

A future project will use LivePerson Enterprise to immediately transfer leads directly to channel partners via chat. Additionally, the company is testing a number of behavioral targeting initiatives that leverage the platform's analytics and intelligence to deliver dynamic content to online visitors.

Contacts

LivePerson, Inc.
462 Seventh Avenue
3rd Floor
New York, NY 10018

T: 212.609.4200
F: 212.609.4201
info@liveperson.com
solutions.liveperson.com