

Leading name in fitness uses real-time engagement strategies on retail websites to boost AOV, increase conversions rates and elevate CSAT scores.

Overview:

ICON Health & Fitness, Inc. is the world's largest developer, manufacturer and marketer of fitness equipment. Since 1977, ICON's "first in fitness" mission has resulted in innovative, state-of-the-art fitness technology, including treadmills, incline trainers, elliptical machines, stationary bikes, home gyms, weight benches, and more. ICON owns several of the best-known brands in fitness including NordicTrack, FreeMotion Fitness, ProForm, Weider, HealthRider, EPIC, Image, iFit, and Weslo and licenses the Jillian Michaels, Gold's Gym, and Google brands. With nearly 2,000 employees and multiple locations around the globe, ICON has an award-winning reputation for quality, performance and best-in-breed fitness technologies.

Challenge:

As a recognized leader in the health and fitness industry, ICON successfully attracts millions of visitors to its brand websites each month. Despite the large volume of traffic, though, a recent review of analytics information outlining ICON's online retail performance indicated surprisingly high abandonment rates universally across ICON's web properties.

Compounding the matter, the ICON team had difficulty pinpointing the exact reasons for the low conversion rates; according to Jared Pratt, CRM Manager at ICON: "Our abandonment rates were higher than we wanted, and we did not have the ability to connect with and capture the voice of our consumer to know what was causing the issue."

Jared and his team realized quickly that in order to grow ICON's direct-to-consumer retail business and drive revenue via online channels, ICON needed to implement a real-time engagement strategy that would identify the visitors most likely to benefit from help during their buying process, reducing overall site abandonment and successfully convert prospects into satisfied, long-term customers. Mr. Pratt's team engaged LivePerson because "LivePerson was the clear industry leader and their ability to prove incremental revenue increases and return on investment with reporting and scorecards made them a natural fit for ICON's needs."

Solution:

The ICON team initially opted to implement LP Chat, Enterprise Edition on the NordicTrack, Pro-Form and Weider sites for a three month pilot program. Because each of the three sites' potential customers have distinctive fitness needs and purchasing challenges, LivePerson's Professional Services team worked closely with ICON to create unique engagement strategies for each individual website.

While the NordicTrack brand is best known for their skiers, their extensive line of fitness offerings now includes treadmills, ellipticals, strength machines, stationary bikes, steppers, apparel and more. The brand's high price points and product complexity makes proactive assistance essential on the NordicTrack site. Visitors who are browsing high-value items yet displaying signs of hesitation at the point of purchase are invited to chat with a NordicTrack Product Specialist. During the chat, the specialist can assist the visitor with product selection, answer questions, identify potential cross-sell and up-sell opportunities and ultimately help the visitor complete their purchase. Dynamic chat buttons are also deployed on the site so NordicTrack customers can opt to chat with a NordicTrack representative on an as-needed basis.

Like NordicTrack, the Pro-Form website also features a complete line of exercise bikes, elliptical machines, weight benches and more. Because the Pro-Form site features a large number of highly similar products and several in-store models are not available via the online retail site, though, proactive chat on the Pro-Form site functions as a means of assisting customers with a complex selection and purchase process. Pro-Form chat agents assist visitors with product comparisons and decision matrices, address product availability questions and help determine which make and/or model best fits the buyer's needs.

Finally, the Weider Fitness site attracts a large number of first-time fitness enthusiasts with limited budgets who are interested in building a home gym. Proactive chat invites connect Weider chat agents to customers who need help determining which products will fit their specific fitness needs and budgetary restrictions.

LP Chat was deployed on all three sites in less than four weeks with minimal internal ICON resources. LivePerson's Development and Professional Services teams guided ICON through the processes of coding and testing on the ICON websites, and defined and refined the rules and processes for the chat implementation on each brand site.

The Results:

The ICON team has achieved impressive results, including:

Increased Conversion Rates

The ICON team has increased an overall online sales conversions by 1025%.

Boost in Average Order Value

Online visitors who chat spend more. On average, a purchase completed by someone who chats with an ICON representative is 36% higher than the average order value of someone who checks out w/o assistance (or self serve).

High Customer Satisfaction Ratings

Customers satisfaction scores (CSAT) of visitors who chat are consistently 80% or higher. Exit surveys indicate that customers are pleased with the speed and efficiency at which the ICON chat team answers questions and addresses their needs via chat.

In fact, chat proved so popular on ICON's retail websites that customers began using the chat channel to submit service requests and inquiries. Pratt says, "We wanted to keep our customers on the channel they preferred to engage with us on, which was obviously chat. Before long we kept one agent busy, then two, then three, so we engaged the LivePerson team for a full service rollout on our sites. Now we have a whole team of service chat agents that are handling customer service issues." The ICON Customer Service team is now successfully fielding close to a thousand service chats each week.

Based on the success of real-time engagement on the NordicTrack, Pro-Form and Weider Fitness, the ICON team now plans to rollout chat to all of the remaining web assets managed by ICON. According to Pratt, "We're extremely pleased with the impressive results we're getting, the excellent customer feedback we've received and the buy-in from all levels of our organization that chat is an effective means of driving incremental revenue. We're as happy as we could be. Chat is definitely here to stay."

Pratt continues, "Driving our business plan moving forward is the fact that we want to allow our customers to dictate how and when they want to connect with ICON. Whether it is through chat, through social channels, through email or the phone, we want to provide our customers with multiple channels to contact us and be able to select which one they prefer."

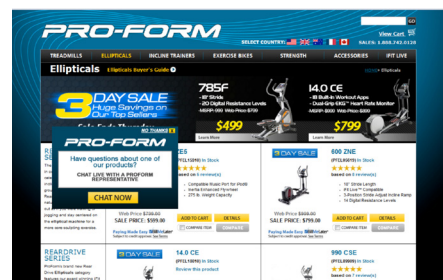
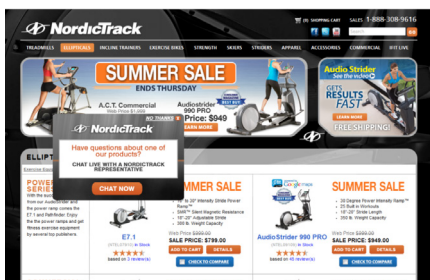
The ICON chat implementation "outperformed initial success metrics since the first day it went live"

— Jared Pratt
CRM Manager
ICON Health & Fitness

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Using the LP Chat, Enterprise Edition on the NordicTrack, Pro-Form and Weider sites, ICON Health and Fitness proactively reaches out to targeted website visitors to assist in product selection and answer questions about product comparisons and availability. On average, a purchase completed by someone who chats with an ICON representative is 36% higher than the average order value of someone who checks out without assistance.