

LIVEPERSON SUCCESS STORY

Dedicated sales team helps Web-based business migrate its frontline customer service to Contact Center flawlessly

About TicketPrinting.com

TicketPrinting.com is the most trusted e-commerce source for ticket solutions targeting small-to-medium size companies, venues, and organizations. Founded in 1997, TicketPrinting.com has designed and printed millions of tickets each year for thousands of events, performances, concerts, plays, sporting events, raffles, fundraisers, parties and more. TicketPrinting.com combines variable data for ticket personalization with Web 2.0 user-generated design tools.

The Challenge

Customer service is paramount to TicketPrinting.com. Each year some 35,000 customers visit TicketPrinting.com to select designs for their events, raffles or gift certificates; receive price quotes; upload images; and place their orders. With over 600 templates to choose from, along with an online process used for custom-designing tickets, the company needed a Web-based customer-care solution to help provide answers and hands-on assistance quickly and efficiently.

The customer care specialists at TicketPrinting.com were intrigued by LivePerson Contact Center, LivePerson's award-winning multi-channel solution. The Agent Console enables chat agents to see the exact page that visitors are on, a huge benefit to support specialists assisting visitors on such a large and complex site. "If we could see the page they were on, we could answer their questions so much faster," explained Beth Perry, Manager of TicketPrint.com Customer Service.

Canned responses, a feature that lets chat agents send pre-composed answers to commonly asked questions was also a lure. File specifications and other hard-to-type information could be delivered quickly and easily to visitors.

But while TicketPrinting.com was anxious to enhance its online customer service, the company was understandably nervous about making changes to its system of frontline customer care. At any given moment, thousands of customers are on the site,

and the company needed assurance that no visitor inquiry would fall through the cracks during the transition. "Bottom line, changing our frontline touch point made us very nervous," explained Evan Schnabel who runs TicketPrinting.com's IT department. "We would need to export a database with 35,000 contacts, and export over 200 articles into the Contact Center knowledgebase. In my experience, a lot could go wrong."

The Solution

"When we implemented LivePerson Contact Center, we were all relieved that the process was both efficient and flawless. It's also a little surprising, considering how powerful the product is," said Lance Trebesch, CEO of TicketPrinting.com.

On-Demand Delivery of Solutions

LivePerson Contact Center is a hosted solution, offering TicketPrinting.com lower deployment costs as well as a lower cost of ownership. "Everything about the solution is Web-based; the Admin Console, the Agent Consoles. That made the integration extremely straightforward and easy, from both our Customer Support Team's and our Tech Team's perspective," Mr. Trebesch said. The entire process took the company a little more than two hours to complete.

The company is also looking forward to simpler upgrades with LivePerson. Because LivePerson Contact Center is a hosted solution, all enhancements and new features will be available automatically to TicketPrinting.com.

Fidelity of the Sales Promise

Lance Trebesch credits the success of the implementation to the time attention his LivePerson sales and support team paid to the effort. "The sales process was one of the best sales processes of technology we have ever experienced. Ron Lefkovits, the LivePerson Product Consultant assigned to our account, was extremely competent and thorough. He provided detailed follow-up after each step. Most importantly, the 'fidelity' between what was sold and what was delivered was a 100% match."

FAQ/Knowledgebase

LivePerson's FAQ/Knowledgebase helped the company turn its articles into a powerful, self-service database. Customers have easy access to instructions on how to adjust their images to



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ensure they show up properly when uploading it to a template, and hundreds of other topics.

Tangible Results

Today, TicketPrinting.com is adding significant efficiency to its customer service, thanks to LivePerson Contact Center. "Answering questions via live chat is so much faster than responding to email inquiries, both for our customers and our reps" explains Beth Perry, the manager of customer service. "When our customers have their questions answered immediately, they don't have to put their job on hold as they wait for an answer to come via email. And our reps are relieved from the burden of a lot of follow-up."

TicketPrinting.com agents have access to tools that help guide visitors to the information they need. Agents can push pages directly into a visitor's browser, and even point to specific fields visitors need to complete.

"We are extremely pleased that what we were sold by our LivePerson team was exactly what we got in terms of functionality," said CEO Lance Trebesch. "Our goal was to enhance our online customer service, and LivePerson allowed us to do just that."

About LivePerson

More than 7,000 small and mid-size business (SMB) customers use LivePerson's award-winning live chat and contact center solutions to improve customer service, increase online sales, and manage interactions across all channels: chat, voice, email, and self-service knowledgebase.

Contacts

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

T: 917.477.0520
F: 212.609.4201
consultation@liveperson.com
solutions.liveperson.com

The screenshot shows the TicketPrinting.com website interface. The top navigation bar includes links for 'event tickets', 'raffle tickets', 'custom tickets', and 'invitations'. A 'Live Chat' button is visible in the top right corner. The main content area features sections for 'Printing Tickets?' and 'Printing Event Tickets'. A 'Chat Window - Mozilla Firefox' is overlaid on the right side of the page, showing a live chat session with an agent named 'Olivia'. The chat window includes a search bar, a 'SEND' button, and a 'Type your name and press ENTER' input field. The website's footer contains information about 'LARGE FORMAT POSTERS & VINYL BANNERS' and 'Custom' services.

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