

Online power tool retailer uses LivePerson's Analytics Driven Engagement service to optimize LP Chat program.

Company Overview:

Over the past 44 years, TOOLSTOP has grown into one of the United Kingdom's largest independent commercial retailers and distributors of **quality professional hand and power tools**, access and storage equipment, personal protective wear and related products. Operating from two warehouses with combined area of 82,000 square feet, TOOLSTOP is the UK's leading specialist suppliers to the building and construction trade, the professional tradesman and the "do it yourself" enthusiast.

TOOLSTOP operates the online retail store (www.toolstop.co.uk) aimed at serving professional tradespeople who need quality, high-end power and hand tools delivered quickly, on time and at competitive prices.

The Challenge:

According to the company mission statement, TOOLSTOP aims to "serve our customers better than anyone else." To this end, the TOOLSTOP online retail team is committed to providing a consistently positive digital shopping experience for their online customers. Neil Bruce, Head of Online Activities, explains: "TOOLSTOP has quite an open door policy when it comes to customer feedback. We want people to be able to connect with us and ask questions, leave comments and review products."

While customers could engage the TOOLSTOP team online via e-mail, Facebook and the Tool Stop Power Tool Blog, Mr. Bruce knew offering access to knowledgeable product experts who could address pricing, shipping and technical questions in real-time would enhance his customers' online shopping experiences. On the recommendation of TOOLSTOP's web developer, Indez, Mr. Bruce opted to add LivePerson's LP Chat for Small Business solution to TOOLSTOP's online retail site. The results were impressive; Mr. Bruce quickly noticed "that our customers who engaged in a live chat with a representative were eight times more likely to convert into a sale" than those who self-serviced.

Chat proved such a successful channel for driving sales and increasing average order values that the team moved from only offering chat via static buttons during select evening hours several days a week, to adding additional chat hours during the daytime and evening and ultimately deploying proactive chat. Eventually, Mr. Bruce decided to engage the LivePerson team to find out how to further optimize their chat initiative without making a large investment in time and resources.

The Solution:

Based on the recommendation of their LivePerson Product Consultant, TOOLSTOP choose to integrate LivePerson's Analytics Driven Engagement (ADE) service with their growing chat program. ADE collects and analyzes data from Google Analytics to intelligently create the rules controlling proactive chat invitations and offers LP Chat customers the opportunity to automatically manage and automate chat programs quickly and painlessly. Explains Mr. Bruce, "my job involves spending a lot of time in Google Analytics, analyzing the data about our site's overall performance and reviewing where our customers drop from the site without making a purchase. From my perspective, if we could find a solution that would mine that data and utilize it to optimize our chat program, the immediate return on our investment was clear."

The LivePerson team quickly deployed ADE, which analyzed TOOLSTOP's website within minutes by assigning scores to each of TOOLSTOP'S webpages and determining the optimal timing for chat engagement on each page.

ADE quickly uncovered that TOOLSTOP's customers are most likely to benefit from proactive chat assistance when browsing specific product pages. Because TOOLSTOP's website lists over 12,000 products (many of which have similar makes and models) at varying price points, proactive assistance means TOOLSTOP representatives can automatically target customers browsing high-value items and preemptively help with the product selection process, address technical questions and secure the more competitive pricing possible. Also, because TOOLSTOP's agents now have insight at the start of the chat into which make and model the customer is browsing, they can more effectively recommend companion products enabling greater cross-sell and up-sell opportunities.

The Results:

Since integrating LivePerson's Analytics Driven Engagement service with LP Chat, the TOOLSTOP team has seen impressive results:

Increased Chat Conversion Rates:

More targeted, intelligent chat invitations has led to a 6.4% overall increase in TOOLSTOP'S chat conversion rate.

Improved Conversion Rates:

TOOLSTOP's online sales conversion rates have increased by 6.7%.

Improved Conversion Rates:

Proactive chat assistance has helped TOOLSTOP's agents to more effectively cross-sell necessary companion products during a chat, leading to an 11.3% increase in overall average order values.

Because chats are now reflecting and reacting automatically to visitor behavior on the TOOLSTOP site, the overall quality of conversations has remained high despite increasing the number of chats taking place at any given time. Mr. Bruce explains, "We've doubled the amount of chats we handle in any given day, but we've managed to keep our conversion rates consistently high. We've closed at least 10 extra orders a month since implementing ADE."

Mr. Bruce adds, "The great thing for us is that we didn't have to do anything to see instant improvements. The LivePerson team set-up our ADE account. It was quite simple to get up and running, and we began seeing results almost immediately."

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Head of Online Activities
TOOLSTOP

Using LivePerson's Analytics Driven Engagement service and Google Analytics data, TOOLSTOP'S proactive chat invitations are now automatically triggered where customers are most likely to convert. Invitations on product pages now reflect the products the customer is browsing, leading to more personalized and relevant conversations and cross-selling opportunities.