

InTouch Sales™ Changes Everything

BACKGROUND

A US-based Cellular Carrier and Retailer

CHALLENGES

- Significant capital investment in a legacy chat solution activated by “Click-to-Chat” buttons which resulted in only 1-3% of all online sales.
- Lacked the manpower to support in-house legacy solution.
- Lacked the ability to profile visitors and proactively engage the most promising ones at the most judicious point in their visit.
- Needed to boost overall website conversion.
- Necessity to improve the brand in the marketplace and gain market share in a very competitive mobile landscape by offering superior sales advice.

SOLUTION

Client partnered with TouchCommerce to implement InTouch Sales™. InTouch Sales adds salespersons to client's online buy flows and connects the salespersons with relevant web visitors. RightTouch™ technology analyzes web traffic and detects which visitors would benefit from human assistance in the form of a chat. For a given individual,

the system then determines when that visitor will be most receptive to a chat offer. And at the time the system proactively offers human assistance, it decides which opening dialogue will best work with that consumer in this specific context.

The TouchCommerce solution includes:

- Proprietary, enterprise-class RightTouch™ chat technology and infrastructure offering superior and user performance
- HumanTouch™ agents receive ongoing detailed training in client's products, pricing, offers, services, and web site, delivering complete and accurate information to consumers
- RightTouch processes include ongoing quality control process where every sales chat is reviewed and rated, and where non-sales chat are randomly audited and rated, ensuring that the selling style reflects client's brand and maximizes consumer satisfaction
- Regular quality control calibration reviews where TouchCommerce rating are compared with client's on the same criteria, guaranteeing consistency between client and TouchCommerce
- TouchCommerce Implementation team fully customizes the chat environment to match client's brand and fit seamlessly into client's web site, creating a superior user experience
- TouchCommerce writes, with client's input, all chat scripts
- Ongoing input from TouchCommerce Customer Experience team to maximize client sales

RESULTS

Client has experienced the following outcome:

- In the first 14 months, TouchCommerce has interacted with 1.2 million client users, resulting in over 87,000 sales
- TouchCommerce currently approaches 100,000 users per month in a proactive manner, delivering 10,000 sales per month
- TouchCommerce converts 15-18% of the users that do accept TouchCommerce chat invitation
- Additionally, TouchCommerce has increased the conversion rate of the transactions originating from the other chat type, “Click-to-Chat”, by over 550%
- The average order value has increased by 17%
- Strong branding tool: consumer delight with chat reflects on client's brand
- Mining chat transcripts provides a powerful, real-time market research tool