

Vonage Canada, Voice-Over-IP Specialist Enjoys Results-Over-Expectations with TouchCommerce

BACKGROUND

Vonage Canada, a subsidiary of Vonage, is a publicly held commercial voice over IP (VoIP) network and Session Initiation Protocol (SIP) company that provides telephone service via a broadband connection (the company's name is a play on their motto "Voice-Over-Net-AGE"). Vonage has led the Voice over Broadband (VoBB), or Broadband Phone industry through its aggressive consumer marketing in the United States, Canada, UK and other countries globally.

CHALLENGES

- A significant number of consumers now shop online. Despite expending substantial capital to drive visitors to its site, converting visitors to customers, remained difficult
- VoIP products often appear complex and intimidating to consumers
- Vonage offers a no-questions-asked cancellation policy during a trial period. Too many consumers cancel service during the trial
- Any chat implementation with live agents would require a substantial – and unwelcome – addition of staff
- Messaging is not adequately conveyed to an ethnically diverse target audience
- Identify a cost-effective tool to add a human touch to the shopping experience, and address the anxiety often associated with the loss of the classic land line
- Brand improvement in the marketplace.

SOLUTION

Vonage Canada partnered with TouchCommerce to implement the InTouch Sales™ solution. InTouch Sales adds salespersons to Vonage online buy flows and connects the salespersons with relevant web visitors. RightTouch™ technology analyzes web traffic in real-time 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 Vonage products, pricing, offers, services, and web site, delivering complete and accurate information to consumers
- Pay-for-performance pricing model is self-funding and perfectly aligns the interests of TouchCommerce with that of Vonage
- Ongoing quality control process within RightTouch where every sales chat is reviewed and rated, and where non-sales chat are randomly audited and rated, ensuring that the selling style reflects the Vonage brand and maximizes consumer satisfaction
- Regular quality control calibration reviews where TouchCommerce rating are compared with Vonage on the same criteria, guaranteeing consistency between Vonage and TouchCommerce

- TouchCommerce implementation team fully customizes the chat environment to match Vonage brand and fit seamlessly into Vonage web site, creating a superior user experience
- TouchCommerce writes, with Vonage input, all chat scripts
- Ongoing input from TouchCommerce Customer Experience R&D to maximize Vonage sales

RESULTS

Vonage has experienced the following outcome:

- A 100% increase in overall site conversion rate
- Less than 10% of customers gained with TouchCommerce drop service in trial period
- Consumer satisfaction with chat transactions are 98% positive (top-2 boxes)
- Strong branding tool: delight with chat transfers to Vonage brand
- Mining chat transcripts provides a powerful, real-time market research tool
- Improves the website layout and usability including: product page, feature page, home page
- Improves product subscription