

Customer Case Study

Case Study : World's most established online retailer of quality automotive parts and accessories (In the US)

Our challenge is to offer 24/7 Livechat sales & support and consistently improve online sales volume, improve customer satisfaction and there by retaining customers.

Achievements:

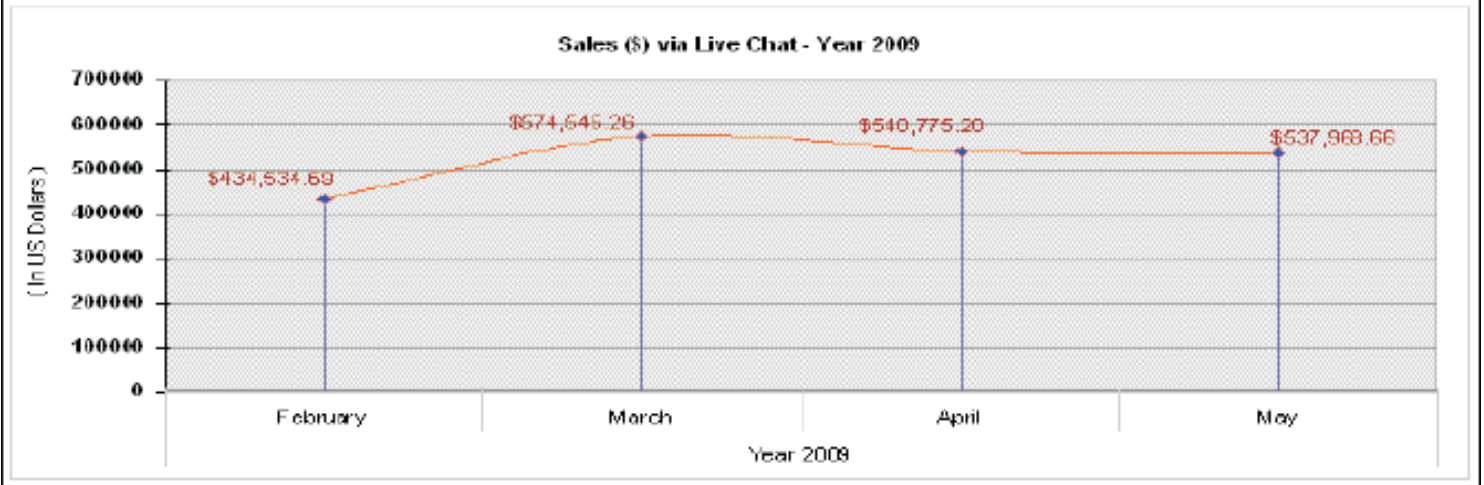
- Month on Month improvement in sales over live chat achieved every year
- Average monthly sales of \$ 521,955.95
- A single day peak sales of \$ 17K
- Highest sales per agent of \$ 40,000 in the month
- Consistent Customer Satisfaction rate of 88% and above
- Industry leading chat waiting time with more than 90% customers responded in less than 30 seconds

Model (Click to Chat): Website visitors click an icon to initiate a chat with a live operator

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		Chats (#)	Orders (#)	Sales (\$)	Sales per Chat	
					(#)	(\$)
Year 2009	February	34145	2160	\$434,534.69	6.3%	\$12.73
	March	46878	2821	\$574,545.26	6.0%	\$12.26
	April	43264	2714	\$540,775.20	6.3%	\$12.50
	May	42081	2726	\$537,968.66	6.5%	\$12.78



For additional information or to discuss an opportunity with us, please email us to info@decatrend.com

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