

Customer Case Study

World's largest online retailer of bags and accessories for all lifestyles (In the US)

The challenge here is to provide Live Chat service to offer superior customer service round the clock and thereby improving Customer Satisfaction and increase online conversions and overall revenue.

Achievements:

- BizRate score moved up to 9.0 from 8.7 in less than a year
- Achieved a conversion rate of 16 – 18% over the Live Chat channel
- Average Order Value (AOV) of \$110 - \$120 on Live Chat against the website AOV of \$60 - \$70
- Consistent Customer Satisfaction rate of 93% and above
- Industry leading chat waiting time with more than 95% customers responded in less than 30 seconds
- First Time Resolution rate of 94%

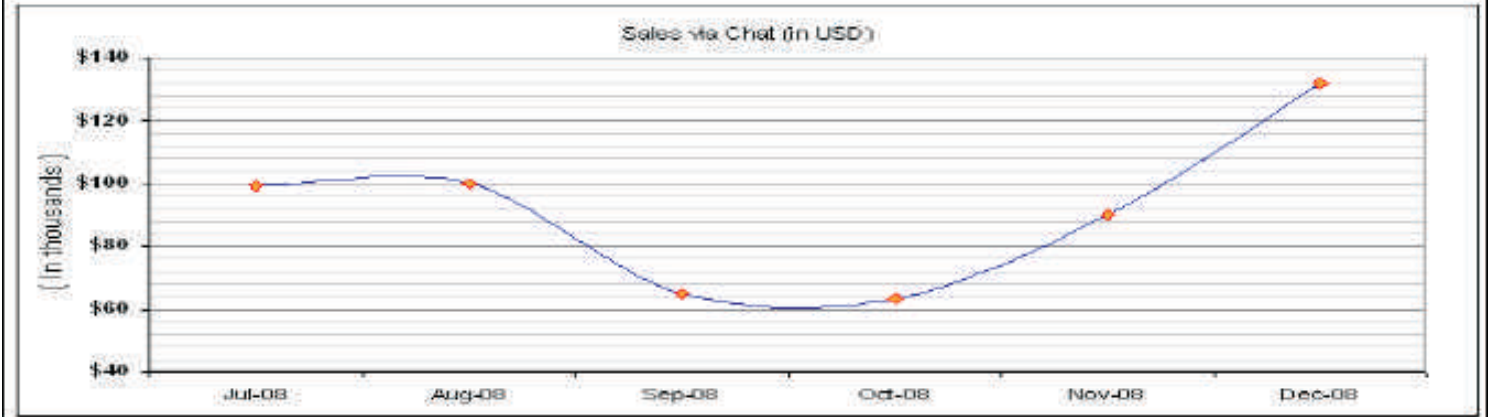
Model: Website visitors click an icon to initiate a chat with a live operator

Client : World's largest online retailer of bags and accessories for all lifestyles (In the US)

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Volume and Chat Metrics	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08
Chat Requests	3823	4464	3340	2804	4424	6923
Chats Started	3818	4453	3327	2792	4405	6881
Abandoned	7	11	14	12	19	62
Abandon Rate (%)	0.2%	0.2%	0.4%	0.4%	0.4%	0.9%
Average Wait Time	0:00:04	0:00:04	0:00:05	0:00:05	0:00:04	0:00:05
% age of chats answered within 30 secs	99.6%	99.4%	99.6%	99.6%	99.7%	98.9%

Lead Conversion Analysis	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08
# Sales	926	989	647	582	788	1202
Sales via Chat (in USD)	99273.43	99951.74	64950.54	63407.45	90067.2	132023.6
Conversion						
# Sales / Chat	0.24	0.23	0.20	0.21	0.18	0.16
\$ Sales / Chat (in USD)	26.15	22.74	19.69	22.87	20.64	19.40



Note: Lead conversion analysis does not include a few non-pipelined chats

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

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