



About Client	Industry	Location	Engagement Details
Client is world's most established online retailer of quality automotive parts and accessories (in the US)	Automotive	USA	Service Type: Application development Engagement Model: Offshore

Business Need

- Provide live chat support round the clock

Challenge

- To offer 24 / 7 live chat sales support and consistently improve online sales volume and customer satisfaction by retaining customers

Solution

- Provided 24 / 7 live chat sales support through 'Click to Chat' link
 - Website visitors should click an icon to initiate a chat with a live operator
- Provided reliable approach to development planning

Benefits

- 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