

# 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**

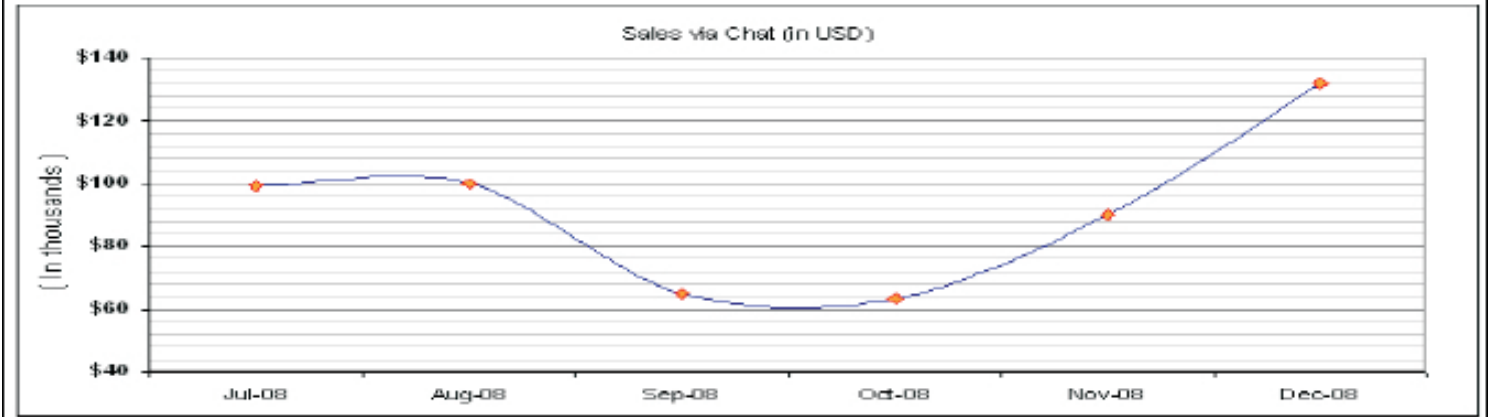
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<b>Volume and Chat Metrics</b>	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08
Chat Requests	3823	4464	3340	2804	4424	6923
Chats Started	3816	4453	3327	2792	4405	6861
Abandoned	7	11	14	12	19	62
Abandon Rate (%)	0.2%	0.2%	0.4%	0.4%	0.4%	0.9%
Average Wait 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%

<b>Lead Conversion Analysis</b>	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	0.18
\$ 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@cesltd.com](mailto:info@cesltd.com)

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