

# Customer Case Study

## Case Study : UK's largest electrical retailer with over 250 stores nationwide

The objective is to provide Online Checkout assistance via Live Chat and thereby increase online conversions and overall revenue by saving missed opportunities and shopping cart abandonment.

### Achievements:

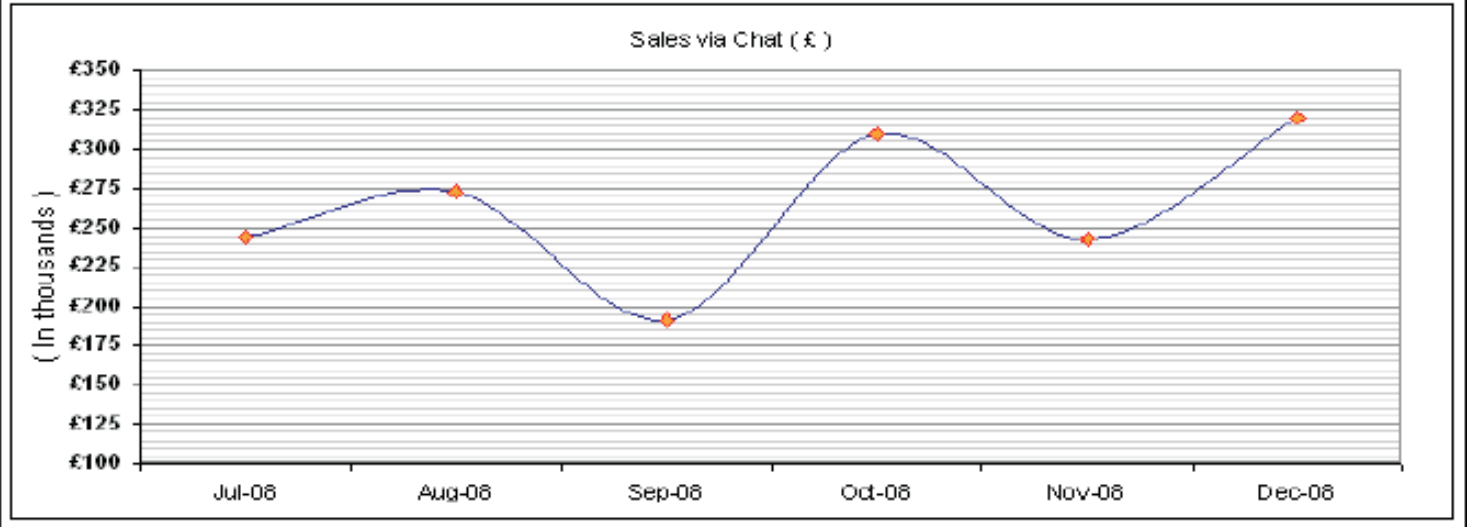
- Achieved a conversion rate of 21 – 23% over the Live Chat channel
- A 6% drop in shopping cart abandonment rate over the first few weeks
- Consistent Customer Satisfaction rate of 91% and above
- Industry leading average chat waiting time at 0:00:07 (h:mm:ss)
- Average monthly sales of £225000

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

**Client : UK's largest electrical retailer with over 250 stores nationwide**

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Lead Conversion Analysis	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06
Chats Started	3710	3653	3226	4430	4264	6458
# Sales	788	861	582	948	807	1218
Sales via Chat (£)	244223.75	272970.10	191724.67	309855.28	243215.00	319759.09
Conversion:						
# Sales / Chat	0.21	0.24	0.18	0.21	0.19	0.19
Sales / Chat (£)	65.83	74.72	59.43	69.94	57.04	49.51



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