Live chat boosts mobile customer sales and retention

One of Europe's largest mobile providers is changing the way its customer contact center works. A one year trial with live chat boosted sales by 53%.

Xerox introduces chat agents to help one of Europe's largest mobile providers improve customer experience and boost sales

The Challenge

One of the largest mobile providers in Europe wanted to look beyond its normal call center operations to improve customer experience and drive sales. It also sought new opportunities to improve profit margins and to grow and compete successfully. With call volumes of 40,000 per month, the company felt more could be done to fully optimize the sales potential of those calls. And an analysis of its website traffic highlighted the further potential of 350,000 visitors per week. Online presents a strong opportunity to interact with both existing and potential customers in real time, converting interest to sales. The company was looking for innovative ways to tap into this potential using its call center agents.

"With the increasing technological mobility of our customers, chat provides us with a new type of customer care agent who is faster, more efficient and in sync with what consumers want."

Manager sales chat

The Solution

The mobile provider called on our expertise in live chat. Working closely with the company and its IT partner, we instigated a trial with four chat agents on the new sales part of its website. Proactive triggers were introduced to invite a chat, initially using basic trigger rules such as inviting every customer that spends more than 20 seconds on a page or 5-6 web page views. An increase in the number of chats was noted but, by experimenting with the trigger points, we identified an optimum level of 15 seconds and 3-5 page views.

Within three months, the mobile provider was experiencing increased sales, high conversion rates and improved customer reach. Three months later, with eight agents, we helped the mobile provider expand the scheme to other pages and to existing customers. Using both proactive and reactive triggers, and further optimizing trigger points, the chat traffic increased five-fold.

The Result

Successfully implementing live chat delivered a significant increase in new and existing customer sales and retention. It has opened the door to a new realm of customer experience, and improved agent performance and efficiency.

- Chat agents are taking 70% more chats per hour than calls per hour by call agents.

- Chat agents are handling more than two chats at once, whereas call agents cannot handle simultaneous calls.

- An average response rate of 9 seconds has produced more sales per hour; chat agents are achieving 58% more than call agents.

- Chat agents are more fully optimized, being occupied 13% of the time more than call agents.

- The new agent function has achieved a 53% boost in sales over 1 year.

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