

Success Story

blu reduced agent handling time and improved overall customer satisfaction by partnering with INSIDE



Summary

blu needed a chat tool to maximize agent efficiency. They also wanted to ensure that customers had an easy time getting the help they needed while browsing the website.

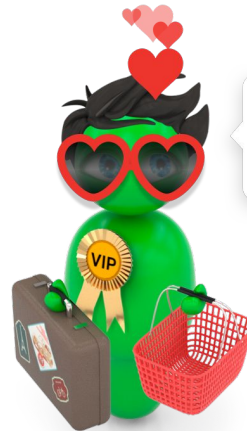
Challenge

blu was using a chat system which offered agents no visibility into their customer's buying journey. They were wasting time on common customer pain points. Customers had to help agents, rather than agents helping customers. Handling times and productivity were impacted because the agents didn't have access to any relevant customer information. Routine questions such as "what item are you looking at?" and "when did you order?" wasted valuable time, for both the agent and the customer.



Objectives

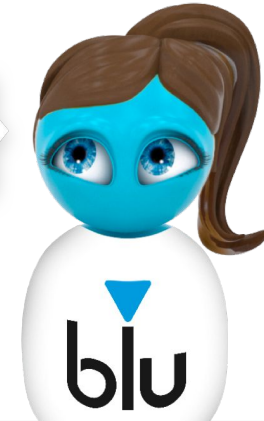
- ★ Respond to customer complaints, concerns, and requests in real time. blu understood that real time responses translate to outstanding customer experiences
- ★ Empower agents with greater customer visibility to facilitate better customer service experiences and improve overall user satisfaction
- ★ Have more control over reporting along with a more user-centric interface



I think this model is probably the best option

Yes! This is exactly what I was looking for!

Great! I'm glad I could help you out today.



"Quick response times. In our business, it's essential. Practically unlimited data potential. That's personally important to me. In comparison to my knowledge of LivePerson, INSIDE is more user-centric, which enhances our already excellent customer service."

Results

- ★ INSIDE's proactive features have saved sales, prevented abandoned carts, and provided a level of service that ensures customers return to blu.
- ★ Increased month-to-month conversion rate. INSIDE's in-depth reporting tools help management pinpoint and correct weaknesses in the business approach
- ★ INSIDE allows the business to calculate the impact that the platform has on sales conversion, unlike other solutions
- ★ Increased agent efficiency and reduction in learning curve. INSIDE's intuitive and easy-to-use interface means agents are trained and using the platform in a matter of hours
- ★ Expanded utilization across the globe in over seven countries





"I'm a firm believer and I love Powerfront and what it provides. If you have online sales, a chat tool is absolutely necessary to properly guide consumers to complete their purchase. INSIDE is very interactive so it's definitely a must-have tool."

Lisett Nunez
Customer Service Manager
at blu