

# WhosOn™

Track - Chat - Engage



Sector	Travel & hospitality
Requirement	To improve upon limited contact methods and drive conversion
Solution	Replacing a generic contact form with an analytical, multi-user and multi-domain live chat solution

## Bringing Centerplate closer to their customers

Centerplate is a leading hospitality provider, accommodating 115 million guests across 300 international partner venues each year. In the UK alone, Centerplate caters to 300,000 people each week. A company with that level of demand needed a communication platform without limitations, and that's where WhosOn entered the mix.

## The results

With only a generic contact form on their website, Centerplate was missing opportunities to engage with (and thereby convert) their online visitors. Live chat was needed, but only an advanced option would meet Centerplate's requirements. WhosOn met those requirements and more. First and foremost, WhosOn enabled Centerplate to directly engage with visitors in real-time, boosting both sales and service levels. Beyond engagement and conversion, however, came intelligent analytics.



I would certainly recommend WhosOn to anyone who has a customer facing website, the software is functional, easy to use and can only help your business improve its customer service.

Amy Kirk, Centerplate



With WhosOn, Centerplate could measure and analyse web traffic, manage campaigns, assess SEO and scrutinise visitor behaviour. They could then turn that data into action to optimise performance. Add to that the fact that WhosOn allowed Centerplate to monitor the multiple domains they owned within a Shared Service Centre, and you have the reason behind their ongoing patronage.



We're bringing your business closer to your customers

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