WhosOn™
Track · Chat · Engage
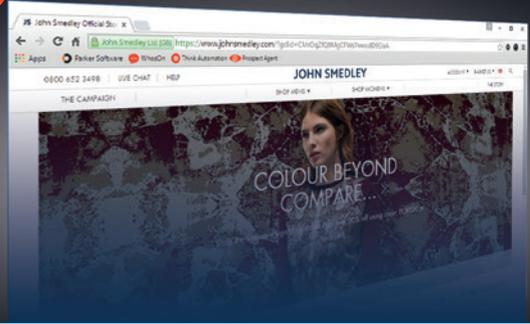
Sector	Retail
Requirement	To drive additional revenue through the website whilst enhancing service
Solution	Preventing shopping cart abandonment and user dissatisfaction with an advanced live chat suite

Bringing John Smedley closer to their customers

John Smedley is a globally renowned leader in fine knitwear production. Over 225 years old, the retail giant is a must-have brand in department stores across the world. A high calibre retailer, therefore, needed an equally high calibre live chat solution to uphold its reputation.

The results

John Smedley's quest is to continually innovate and evolve. Live chat was a key initiative in this evolution drive, identified as a means to improve online customer support and increase revenue. It was WhosOn that stood out.

For John Smedley, analytics and site optimisation were key. The company was looking for a solution that was intuitive enough to monitor website visitor activity in real-time whilst also providing historical statistics to reveal broader trends, enabling ongoing site enhancement. WhosOn

> " Customers love the live chat, we receive more live chats than phone calls now. "
>
> **John Smedley**

was the single live chat solution advanced enough to meet those requirements within budget constraints.

Initially deployed on a trial basis only, WhosOn rapidly became a runaway success. Since its introduction, the number of chat agents has doubled to meet growing demand. And thanks to the prevention of shopping cart abandonment via proactive engagements, coupled with enriched support, WhosOn helped John Smedley increase revenue by a staggering 40%.

www.parkersoftware.com

PARKER Software
Engaging Applications · Engaging Results

We're bringing your business closer to your customers

Also available...

Intelligent Business Automation

Automate your complex business processes

Think Automation is the market's most intelligent business automation solution. It performs a myriad of complex tasks to deliver one simple result: efficiency. Think Automation takes email messages, database records, social feeds and web forms and runs multiple actions on them based on triggers. No more errors, no more costs, and no more time wasted.

Quality Real-Time Sales Leads

Turning website visitors into new customers

Prospect Agent is the ultimate lead generation tool. By pinpointing and profiling your website visitors, Prospect Agent turns hidden leads into new customers. Not only do we reveal the real people and companies behind your clicks, we conduct real-time research to give you instant customer profiles. With Prospect Agent, you'll never lose leads again.

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