

WhosOn™

Track - Chat - Engage



Sector	Retail
Requirement	To provide personalised online customer experiences via remote service
Solution	Live chat implementation, with extra functionality for remote usage and additional ticketing system

Bringing Signet closer to their customers

Signet Jewellers is the largest specialty jewellery retailer in the US, UK and Canada. Across 3600 stores and 8 individual brands, the group boasts annual pro-forma sales of \$6 billion. To continue delivering outstanding service, Signet needed a live chat solution with a personal touch.

The results

For Signet, the need to provide bespoke individual customer experiences online was paramount. In store, quality service was guaranteed on the spot. This needed to be mirrored online, with a real-time communication channel that could offer website visitors personalised support out of hours.

WhosOn made that goal achievable. With our live chat solution, Signet had the capacity to instantly service online customers by answering questions, offering advice and assisting with purchase journeys. Their experienced customer service

“
We would highly recommend WhosOn - an ideal system to manage without IT support, it has enhanced our offering.”

Signet

agents could work from home via a remote ticketing system, facilitating increased sales and customer engagement. And with personalised chat windows, user interactions with the brand always remained consistent.

It wasn't only customers that were taken care of. With a UK based project team available round the clock, Signet was never without support. As a result, the business could maintain its competitive market position by offering a truly omni-channel shopping service.



We're bringing your business closer to your customers

Also available...



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.

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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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