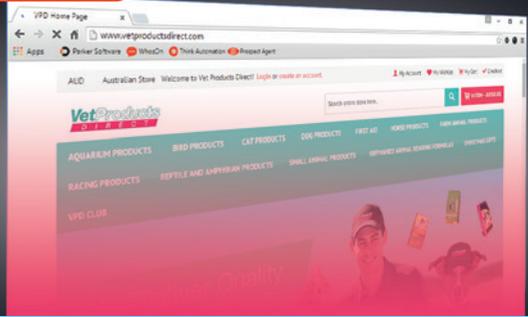


WhosOn™

Track - Chat - Engage



Sector	Retail
Requirement	A globally accessible communication channel to drive online revenue
Solution	A live chat solution complete with a call back and messaging system for international, out of hours sales

Bringing Vet Products Direct closer to their customers

Vet Products Direct was looking for online innovation. A multi-national company with thousands of products across multiple ranges, the business needed a communication tool that would assist global sales, improve customer support and provide actionable analytics. WhosOn was the solution.

The results

Before the implementation of live chat, Vet Products Direct relied heavily on phone systems. With a vast and complex inventory, this meant time-consuming phone calls and deficient productivity. That came to an end with WhosOn.

As part of the live chat implementation, in-built analytics were used to identify the best time to chat to customers. Pre-defined rules were established, facilitating proactive chat invites at opportune times. Agents could see if customers

“

WhosOn features heavily across our website. WhosOn analytics is used throughout the business to gain valuable customer insight and to identify real-time customer conversion opportunities.

Marketing Manager, Vet Products

”

were hesitating or floundering, and could reach out with support. Even better, the in-built call back functionality meant that international enquiries could be captured and converted.

Customer satisfaction increased, so too did first contact resolutions, online revenues and agent productivity. In fact, the only thing to decrease was those lengthy telephone communications.



We're bringing your business closer to your customers

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