Effective online customer support

Problem

Customers are not able to easily find product or support information on the extensive corporate website, resulting in:

- calls and emails to call centers costly for the company
- customer dissatisfaction (regarding website, call center, brand)

Objective

15% reduction in calls and emails; 2/3 of which will be converted into online chats and 1/3 will find their solution online.

UXsuite solutions

1. Enable smart browsing, which custom-presents online content to visitors based on their recent browsing behavior and click paths within and between pages:

   - automatically hide/highlight the ir-/relevant parts of webpages

     ✓ For example, if a visitor is detected as a TV-customer viewing CONTACT page, show contact info for only TV-products and not for all products

   - suggest to visitors a direct page-link based on their search query; that is, predict their searched content (**up to 72% visitor-acceptance**)

     ✓ For example, when a search query matches one of the most-called-products-of-the-week, show a popup to suggest visiting the respective product detail page by providing the direct link

   - offer a one-time-only popup for (visual) guidance to visitors who query wrong or non-existing search terms

2. Replace expensive calls and emails by less costly chats:

   - proactive chat invites, shown only during business hours and only to certain visitors as based on their click paths *within a page* and *across pages* (action frequency/duration, country, city, time interval specifiable by date and hour, response to integrated satisfaction questionnaires, etc.), such as:

- ✓ when visitors converge to CONTACT page after viewing 2-3 FAQs (**up to 53% visitor-acceptance**)
- ✓ when visitors click the email-link to submit an email (**up to 36% visitor-acceptance**)
- ✓ when they quit submitting an email to go back to CONTACT page (**up to 27% visitor-acceptance**)
- ✓ when they attempt to land on the CONTACT page directly without browsing the website first (**up to 37% visitor-acceptance**)

- visually promote the chat option on CONTACT page. With UXsuite's real-time A/B testing feature, different chat-link appearances can be tried out to find out the one with highest acceptance:

"Chat" as plain link	"Chat" link inside box	"Chat" link inside button
	41% acceptance	*67% acceptance*
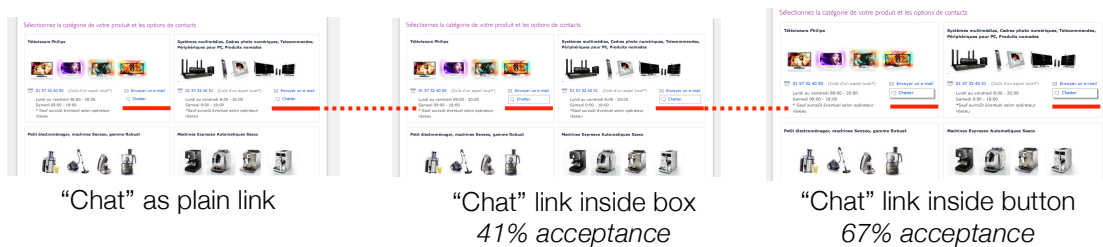
3. All aspects of solutions 1 & 2 adaptable at real-time as interesting click paths, use flows or patterns are discovered along the way.

Result[*]

In 2 months the objective was achieved, resulting in **€18500 of monthly saving**:

- 2500 contacts were avoided, representing a monthly saving of €17000
- Shift from email to chat represents an additional monthly saving of €1500

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[*] See external blog entry related to this case at: www.livecom.net/blog/klantennieuws/why-project-call-deflection-by-philips-is-such-a-great-success