

## Overview

Beau-coup is a leader in the online favors and gifts industry, offering unique and high quality items through its one-stop online party favors shop. Since opening its online doors in 2002, the Beau-coup mission has been to help make the party-planning process a little less stressful—and even enjoyable—for its customers by offering exceptional customer service and a large selection of quality guest favors.

In 2009, Beau-coup debuted on the Inc. 5000 List of America's Fastest-Growing Private Companies. The company had achieved a three-year growth rate of 243%.

## The Challenge

Beau-coup prides itself on offering consistently exceptional customer service. Because planning a wedding or party can be a stressful, time-consuming process, the Beau-coup team needs to connect with their online visitors in real-time to assist with selecting party favors, supplies and decorations, offer inspiration and suggestions, and ensure that orders arrive on time and in perfect condition.

Beau-coup's Live Chat Supervisor, Cassie Haughey, explains: "The vast majority of our customers have product questions or questions about processing and transit times: 'When can I get this item? Do you ship internationally? Can you change the color on this item?' We have a lot of highly-personalized items that can be customized, and our customers really look for our help and guidance with that. We also get a lot of requests to change order or shipping status, as it is imperative that the party favors arrive in time for the event. We want to be there for our customers and guide them through the ordering process in order to minimize mistakes."

The Beau-coup team has long relied on real-time chat to answer these questions and provide personalized, high-touch service to customers. Unfortunately, technical issues with Beau-coup's previous chat provider routinely interrupted chats and made for a frustrating experience for customers and for Beau-coup's service reps, alike. "We were dropping a lot of chats due to connection issues, and we were actually missing 20 to 30 chats a day," Ms. Haughey explains. "We had no information about how our customers came to our site, what search terms they used, and if the resulting chat was proactive or reactive. There was no method to the madness in how our chat invitations were fired, and we experienced very poor acceptance rates as a result. So while we were strong believers in chat technology, there were a lot of problems with the product we were using at the time."

Once Ms. Haughey was promoted to Beau-coup's Live Chat Supervisor, she made the decision to find a chat solution that would better support Beau-coup's growing business by reducing the number of errors taking place during a chat session while increasing sales, customer satisfaction and ease of ordering. Ms. Haughey turned to LivePerson for help.

## The Solution

After consulting with the LivePerson team, Beau-coup opted to deploy both LP Chat Premier and LivePerson's Analytics Driven Engagement (ADE) tool.

Using LP Chat Premier and ADE, Beau-coup was able to create a chat program that uses their existing Google Analytics data—including page views, navigation paths, bounce rates, and entry and exit points—to automatically create and deploy effective business rules that prioritize where and when to extend proactive chat invitations quickly and painlessly for the Beau-coup team.

Beyond automating chat rules, using LP Chat Premier and ADE has also allowed Beau-coup's chat agents to gain greater insight into customer behavior. "Again, it is really important for us to create a personalized shopping experience during a special time in their lives," commented Ms. Haughey. "Since we now know what products the customer initially searched for on Google and the pages they've been on before chatting, we are able to better recommend companion products. For example if we know someone is looking at stemless wine glasses at the start of the chat, we can recommend the right packaging immediately. We are getting the people off the right pages, they are asking the right questions, and we are able to better assist and up-sell based on where they've been on the site."

Not only did overall chat volume spike immediately when Beau-coup's ADE program was turned on, the quality of the incoming chats actually improved as ADE automatically optimized Beau-coup's proactive chat rules. According to Ms. Haughey, "We definitely saw chats increase, but I never feel like the chats we get with ADE are superfluous. They are always legitimate chat customers with good product questions."

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## The Results

The Beau-coup team has achieved impressive results, including:

### Improved Chat Rates

Beau-coup has doubled the overall number of chats. "We're definitely proactively reaching out and helping our customers in a much larger way than we were before," said Ms. Haughey.

### Increased Customer Satisfaction

Even with the doubling of the overall amount of chats, Beau-coup's customers satisfaction (CSAT) scores have improved from 70% while using their previous chat provider to over 86% using LP Chat and ADE.

As Beau-coup continues to expand its business, Ms. Haughey feels confident LivePerson is the right partner to help her team thrive: "I honestly never feel stressed about making the LivePerson application work because I know the LivePerson team is on it and wants to make sure chat works for our team. Moving forward, we're really excited to have LivePerson as a partner to guide us and make sure we have everything we need to be successful."

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## About LivePerson

LivePerson, Inc. (NASDAQ: LPSN) offers a platform that enables businesses to proactively connect in real-time with their customers via chat, voice, and content delivery at the right time, through the right channel, including websites, social media, and mobile devices. This "intelligent engagement" is driven by real-time behavioral analytics, producing connections based on a true understanding of business objectives and customer needs.

More than 8,500 companies rely on LivePerson's platform to increase conversions and improve customer experience, including Hewlett-Packard, IBM, Microsoft, Verizon, Sky, Walt Disney, PNC, QVC and Orbitz.

LivePerson has received the CODiE award for Best eCommerce Solution in 2011, has been listed as one of America's 25 Fastest-Growing Tech Companies by Forbes in 2011, and has been named a Company of the Year by Frost & Sullivan in 2010. LivePerson is headquartered in New York City with offices in San Francisco, Tel Aviv, Atlanta, London and Melbourne, Australia.

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