

LIVEPERSON SUCCESS STORY

Leading UK online package delivery service, Parcel2Go, experiences reduced service contact costs by 27% with live chat.

About Parcel2Go

Parcel2Go is the largest online package delivery service in the UK, sending over 7,500 deliveries each day for over 800,000 customers. The first online parcel delivery service to reach over 100,000 users, Parcel2Go offers a variety of services including, FedEx along with DHL, City Link, UPS, Home Delivery Network, and Royal Mail.

The Challenge

In order to provide support to customers on nearly 2,000 parcels delivered each month, Parcel2Go offers customers a service and support phone number. On average, Parcel2Go agents were handling nearly 600 customer calls per day. With 10 agents, customers would often have to wait in lengthy phone queues before their question could be answered or their issue addressed. It became apparent to management that they were falling short in terms of servicing the volume of inbound inquiries from customers, and that something had to be done before customers abandoned them for a competing service provider.

"We were only able to assist one customer at a time with the telephone, which increased customer wait times and caused frustration," said Martin Brown, General Manager at Parcel2Go.

Parcel2Go also discovered that the volume of inquiries they were receiving via the telephone were extremely costly. At £4 (approximately \$6.48!) per call, the company's customer service channel costs were higher than desired. Parcel2Go sought a cost-effective, online customer service channel to efficiently absorb the high volume of customer queries and provide an improved level of service and support.

The Solution

Parcel2Go implemented LivePerson's market-leading live chat solution on their website in 2009, in order to provide an alternative means for customer interaction and engagement. By simply offering customers the option to chat live with a

customer care representative, Parcel2Go was able to engage with a much wider population of site visitors than they had previously while relying solely on the telephone for support. In fact, the number of customers Parcel2Go can engage with since their implementation of live chat is six-times larger than the number that had been engaged via the telephone.

The company is receiving more than 3,000 live chats per day. Agents are able to handle 4-6 concurrent chats, whereas previously, they were only able to take one phone call at a time. This is enabling the company to achieve operational efficiencies and drive costs out of the call center. Where the telephone once caused a bottle neck in customer assistance, live chat now offers the ability for customers to receive quick, convenient and high-quality advice.

"Imagine an agent with eight telephones on his ear. That is the kind of bandwidth you get with live chat," said Brown.

“ LivePerson is best in class – it fits every IT directors dream. It is an extremely important part of our ongoing customer service strategy. ”

— Martin Brown,
General Manager at Parcel2Go

With the new ability to obtain more customer interactions through live chat, a channel also less costly than the telephone, Parcel2Go has experienced a decrease in customer service contact costs by more than 27 percent, allowing for more profitable YOY growth.

On top of enabling a higher volume of customer engagements, live chat is proving to be a more effective customer service channel. Now accounting for 60 percent of customer service inquiries, live chat enables Parcel2Go agents to chat with site visitors in real-time via the website. "We are an online business, and we needed an online channel. The assistance we can give via the internet makes more sense to the customer than having a conversation off of the site," said Brown.

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Parcel2Go is also taking advantage of LivePerson's real-time monitoring capabilities to track customer care history. With more effective, personal, and efficient interactions, Parcel2Go is seeing improvement in customer satisfaction and their overall satisfaction score, now 4.2 out of 5.

LivePerson's live chat is also allowing Parcel2Go to extend customer care hours by offering live chat into the night. The site now offers live help for 15 hours/day on weekdays and 14 hours/day on weekends. "The opportunity to have customer service representatives on call around the clock puts us ahead of competitors. It brings customers to our site because we're always open," said Brown. "LivePerson is extremely important in the way we deal with our customers and extend our reach outside office hours."

The Results

Reduced Service Cost: Parcel2Go is able to engage more customers with live chat, and while reducing costs to £0.70 (about \$1.00) each, live chat interactions are about 15 percent the cost of a telephone call. Since introducing live chat, phone calls have moved from 42 percent of contacts to only 15 percent for Parcel2Go, and LivePerson's concurrent customer service handling has enabled the company to dramatically reduce customer service labor overhead.

Improved Conversion Rates: The ability to chat live with an agent is helping Parcel2Go assist customers who have questions or concerns, but not the time to wait in a lengthy phone queue

for support. The technology is helping the company capture the portion of their online visitor population who want and need quick and efficient answers. The ability to engage with a wider population of site visitors, who might otherwise abandon the site, has enabled the company to double its conversion rate.

Boost in Revenue: LivePerson live chat has enabled Parcel2Go to increase their amount of online generated revenue by engaging with more site visitors. The company has closed over over £100,000 in revenue through chat alone each month.

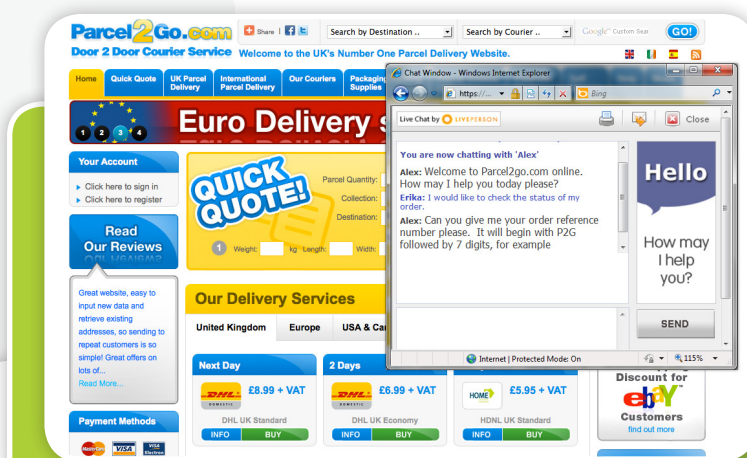
About LivePerson

LivePerson is a provider of online engagement solutions that facilitate real-time assistance and expert advice. Connecting businesses and experts with consumers seeking help on the Web, LivePerson's hosted software platform creates more relevant, compelling and personalized online experiences. Every month, LivePerson's intelligent platform helps millions of people succeed online; more than 8,000 companies, including EarthLink, Hewlett-Packard, Microsoft, and Verizon, rely on LivePerson to maximize the impact of the online channel. LivePerson is headquartered in New York City.

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Now accounting for 60 percent of customer service inquiries for Parcel2Go, live chat allows order queries to be addressed quickly, effectively, and efficiently.