



ShopNBC drives incremental online sales and enhances customer satisfaction through 24-7 Intouch's Pay-for-Performance Live Chat solution, powered by LivePerson's intelligent engagement software.

## THE SITUATION

As a premium interactive retailer via TV, online and mobile, ShopNBC leverages the power of its 24x7 nationwide television shopping network to drive viewership and traffic to its e-commerce platform ShopNBC.com. With more than 1.1 million active shoppers, sales for the company are plus \$500 million with industry leading e-commerce sales penetration of approximately 40%. ShopNBC identified the need for a real-time solution to enhance opportunities in order capture, shopping cart abandonment, and customer service inquiries. After reviewing a number of solutions, ShopNBC decided to incorporate an online chat program that outsourced the chat channel to third parties in both technology and labor service delivery.

Key objectives for the strategy included:

1. Expand ShopNBC's e-commerce business
2. Increase conversion rates and gain new customers
3. Reduce cancel and return rates
4. Maintain equally high levels of customer satisfaction as seen in phone service

## OUR SOLUTION

24-7 Intouch and LivePerson implemented a turn-key Live Chat Solution that included technology and outsourced agent labor support. 24-7 Intouch provided ShopNBC with LivePerson certified sales chat agents and service delivery experts, while LivePerson provided the proactive engagement technology and domain expertise.

A pay-for-performance model was used in which both companies jointly shared the risks and upfront costs. Both companies took active roles to ensure that the outlined objectives were met and the program achieved on-going success. Fees and services were proportionate with overall performance as measured by incremental contribution goals established by ShopNBC.

### Focus on Incremental Sales

LivePerson proactive chat technology was selected due to its unique ability to intelligently engage with ShopNBC.com visitors. To achieve maximum results, highly trained 24-7 Intouch agents focused on engaging visitors who were most likely to benefit from a chat and who were more likely to make a purchase decision after engaging in a chat. Visitors who would have converted on their own or were unlikely to make a purchase under any

## About ShopNBC

ShopNBC is a multi-channel, electronic retailer operating with a premium lifestyle brand. The company sells general merchandise to consumers through television and the Internet, [www.ShopNBC.com](http://www.ShopNBC.com). ShopNBC is the third largest television home shopping network in the United States and is a leader in upscale television home shopping. The shopping network is available in 72 million homes through analog and digital cable as well as on DirecTV (channel 316) and Dish Network (channel 228). ShopNBC also is broadcast live on the Web at [www.ShopNBC.TV](http://www.ShopNBC.TV).

***"We didn't have the expertise in-house to implement a new chat solution," says Carol Steinberg, Sr. VP of e-commerce and business development. "We needed an outsourced solution that had low risk and could maintain the same levels of customer satisfaction achieved through our phone channel."***

circumstance were avoided. By focusing on this target group, the program was able to focus on increasing the number of sales conversions and overall average order value. This ultimately drove higher incremental orders and higher revenue, contributing a positive ROI for ShopNBC's chat program.

### Implementation

24-7 Intouch worked diligently to meet ShopNBC's timelines. Efforts were focused on agent recruitment, training and development, as well as establishing best practices. Tech savvy agents with excellent written communication skills, who could also easily navigate the LivePerson tool, were selected and trained as web experts on behalf ShopNBC.com. Training was centered on LivePerson Software certification and chat specific sales training. In addition, recognizing that phone and chat sales support requires different strategies, ShopNBC relied upon 24-7 Intouch to identify and deliver best practices. Content specialists worked to develop optimized chat scripts and sales techniques to ensure that chat agents were keenly equipped to actively close sales and effectively represent the ShopNBC brand.

### RESULTS

ShopNBC successfully achieved its objectives through the joint 24-7 Intouch and LivePerson turnkey solution by implementing a customer service and sales program via an additional, online channel.

LivePerson commissioned a Total Economic Impact and Potential ROI study from Forrester Consulting in 2009, which found the following proven results:

1. **Increased incremental conversion rates:** Live chat enabled ShopNBC to move customers through the purchase process more successfully and complete the purchase of an otherwise abandoned cart.
2. **Increased average online order value:** ShopNBC reported that online customers who engaged in chat spent on average 38% more than customers who did not engage in a chat experience..
3. **Reduced cancel and return rate.** ShopNBC observed that customers who engaged in chat are less likely to cancel an order or return their product. A drop of 12.2% in the cancel and return rate was achieved.
4. **Increased number of online orders for "returning" customers.** When returning to the site, ShopNBC customers who had previously completed chat-assisted orders placed a higher number of orders upon returning to the site.

*"Our customers are getting their questions answered while determining if they should proceed with a purchase", says Steinberg. "They get a response to their question at the exact time needed to close the sale. A satisfied customer is one who has the knowledge to confidently make a purchase."*



### 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, Qwest, and Verizon, rely on LivePerson to maximize the impact of the online channel. LivePerson is headquartered in New York City.

<http://solutions.liveperson.com>

### About 24-7 Intouch

24-7 Intouch is a leading contact center outsourcing company that delivers innovative and value-driven customer engagement solutions via phone, live chat, email, mobile SMS, and social media across all industry segments. Using the most advanced technology in the industry and Certified Sales and Customer Service Representatives, the multichannel approach taken by 24-7 Intouch addresses both long and short-term goals to reduce costs, increase incremental revenue and deliver lifetime customer loyalty. The company operates under two service delivery models, Shared and Dedicated, which cater to the specific needs of each client with scalable and customized solutions. The 24-7 Intouch team is aligned to act as brand specialists, representing their client's brand, culture and employees in each business partnership.