

LAMPS PLUS Leverages InstantService Chat Solution and Shines Light on Customer Satisfaction

CUSTOMER CASE STUDY

SITUATION

In an effort to provide the best customer service in the lighting and home décor retail industry, LAMPS PLUS spends a great deal of time training and educating its customer service representatives. Its goal? To form relationships with customers to provide creative solutions for their lighting and decorative challenges. Over the past several years, the company has seen an increasingly large influx of customers shopping on its website. It began searching for tools that would further enhance these relationships and support customers' informational needs.

CHALLENGE

With the significant ramp in site traffic, the call center was having difficulty efficiently handling the increased call volume. Looking to alleviate the strain, especially during traditionally heavy call center times, the company believed live chat would allow them to scale the call center operations and answer customer questions quickly and easily.

SOLUTION

LAMPS PLUS evaluated a number of online chat providers, and ultimately chose InstantService in 2006. The decision centered on three factors: 1.) ease of use for the agents, 2.) ability to integrate with existing technology solutions, and 3.) flexibility to customize the solution to make it a seamless extension of the site.

"InstantService fulfilled all three criteria in an easily deployed package in a matter of weeks," said Angela Hsu, VP of Internet Marketing at LAMPSPLUS. "Adding online chat on our site allowed us to offer our customers a full-suite of 'contact us' features, giving us one more way to be proactive about engaging with our site visitors."

RESULTS

The chat service has met all the company's objectives and then some. "With the InstantService product, we've added another way for customers to get their questions answered, created a new level of interaction with the site, and most importantly, we're able to process a great number of customer requests than ever before," added Hsu.

Historical reports and chat transcripts allow the company to monitor the use and effectiveness of the tool. It doesn't have to look far to see the positive results. Customers enthusiastically provide feedback about the tool, including this actual customer comment: "When I couldn't find an answer anywhere else, live chat had my question answered within seconds! Thank you again."

LAMPS PLUS

FACTS AT A GLANCE

- LAMPS PLUS is the largest retail lighting company in the nation:
 - It operates 40 superstores in the western United States
 - Each year, it serves over five million customers.
- Its website, LAMPSPLUS.com, is one of the top 10 visited Home and Garden shopping sites according to Alexa.
- Over the past 7 years, the site evolved from an informational lighting portal to a full-featured e-commerce destination.



"The live chat tool allows us to answer that final, last-second question for a customer that may be the tipping-point in making a purchase or not."

Angela Hsu
VP of Internet Marketing,
LAMPSPLUS

InstantService, Inc. is a leading provider of customer communication technologies for online businesses and contact centers. InstantService offers an integrated suite of live chat, email management, knowledge base, Web site analytics and lead capture solutions to increase sales and enhance customer service.