

Ritz Interactive Leverages InstantService Chat & Email Across Extensive Network of Sites — Sees Order Value Double

CUSTOMER CASE STUDY

SITUATION

Consistently rated among the top 25% of online retailers, Ritz Interactive delivers a world-class online shopping experience to consumers of its quality, branded lifestyle products, including photographic equipment, consumer electronics, boating, marine and fishing goods.

CHALLENGE

With eight distinct ecommerce sites in its network to support, Ritz Interactive sought an integrated and high-performing web-based solution for chat and email. The new solution had to successfully integrate all eight sites and provide the agents and management with a single view of customer inquiries. After a rigorous search, Ritz Interactive selected InstantService — they found the company's solution easily met criteria for extensibility and performance, as well as ease-of-use, single console, and rich feature set.

SOLUTION

The InstantService agent console provides Ritz Interactive contact center professionals with centralized access to email, chat and administration, enabling agents to serve customers rapidly and efficiently. The agent console also helps supervisors manage staffing and monitor quality assurance effectively.

The retailer also leverages many InstantService automation and customization capabilities, including session queuing, archiving, reporting, customer surveys and a “smart button” that appears online only when agents are available to chat.

RESULTS

InstantService plays an increasingly vital role in supporting the retailer's top-ranked status by boosting sales, productivity, cost-savings and customer satisfaction across the extensive network of sites.

“Ever since the ease of the implementation in 2000, we've been impressed with the product,” said Fred H. Lerner, President and CEO of Ritz Interactive. “While we anticipated our service levels would improve because of the increased efficiency, we didn't expect such a dramatic sales impact.”

Most noteworthy, with InstantService in place, Ritz Interactive discovered:

- Average order value is 40-50% higher for Internet customers who chat.
- Internet customers who chat are three times more likely to purchase.

“We're continually looking at new ways and placements of the solution in our sites to enhance the user experience. It's definitely become a core service and sales solution for us,” Lerner added.



FACTS AT A GLANCE

- Ecommerce service provider manages flagship properties:
 - RitzCamera.com
 - WolfCamera.com
 - BoatersWorld.com
- Results from using InstantService chat/email include:
 - Reduced phone volume
 - Easier and faster service resolution
 - Consistently high customer ratings in surveys
 - Tripled sales conversion rates
 - Higher average order value
 - Steady uptime performance
 - Ongoing service excellence and responsiveness from InstantService team



“Receiving consistently positive feedback from our customers and agents along with increasing online sales are just some of the ways InstantService has delivered on its promises to Ritz Interactive.”

Fred H. Lerner
President and CEO
Ritz Interactive

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.