



GLASSES DIRECT IMPROVES CUSTOMER SERVICE RESPONSE TIME BY 600% USING SERENOVA™

As the world's largest suppliers of spectacles, Glasses Direct has a thriving online business and has shipped more than 250,000 pair of glasses to UK customers. While the website is effective at managing orders, the email system supporting customer services was strained and lacked the ability to direct and prioritize requests to appropriate contact center agents and the specialist qualified optical team.

Glasses Direct turned to the LiveOps Chat & Email as a solution which offered a sophisticated way to manage email queries. The solution proved immediately effective at routing and prioritizing requests, offering tools to view histories and easily respond with answer templates and view status of the system via real-time reporting.

The result? Glasses Direct reduced email response times from one week to 8 hours – moving customers more quickly to completing sales; provided managers with enhanced oversight of the email queue and tools to direct issues to appropriate agents; and provided the specialized optical team with more time to focus on customers.

CHALLENGES

Glasses Direct faced several business challenges:

- » Ineffective email management system. Glasses Direct relied upon a standard email program to manage an increasingly complex customer service channel. The system was ill-equipped to sort emails by priority and type of request.
- » Legacy systems. Glasses Direct required a solution which seamlessly integrated with existing technologies and processes.

SERENOVA™ SOLUTION

Glasses Direct implemented LiveOps Chat & Email for customer service email management. The solution effectively routed emails by type and priority and offered a complete view of the message history to avoid multiple responses to one repeated request. LiveOps Chat & Email also created a wide variety of template messages to speed up response time; and real-time reporting to enable managers to easily monitor issue status.

“ With LiveOps Chat & Email, we have a sophisticated system that prioritizes and directs incoming emails to the right agent, shows histories, provides template responses and real-time reporting. It is easy-to-use, has dramatically improved response times and streamlined the sales cycle...”

— Alan Moscrop
Customer Service Manager, Glasses Direct



BUSINESS BENEFITS

LiveOps Chat & Email offered immediate results for Glasses Direct:

- » Dramatically improved customer service. Serenova™ Chat & Email decreased email response time from a week to eight hours. More immediate responses quickly cleared questions and moved customers to purchases.
- » Streamlined operations. LiveOps Chat & Email prioritizes and directs emails to relevant agents; and offers views of message histories and templates for quick and appropriate responses.

CUSTOMER:
Glasses Direct

INDUSTRY:
Online Retailer,
Consumer Goods

SERENOVA™ SOLUTION:
LiveOps Chat & Email

ROI

- » Reduced email response times from one week to eight hours
- » Streamlined the sales cycle to convert browsers into buyers
- » Maximized time of customer service agents and the specialist optical team

