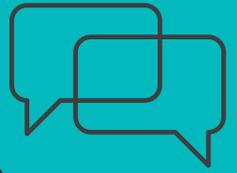


Radial Client Success Story

Apparel Brand Case Study

Chat Client Success Story



Chat is resulting in a 15% average conversion rate, driving a significant amount of revenue from that channel.

The Situation

A long-standing client and one of the world's largest brand-name apparel retailers that designs and sells casual wear and accessories for men, women and children, originally partnering with Radial in 2007 for its full customer service solution. Radial has been providing both sales and service support via phone and email for the apparel brands. Radial proactively suggested that the brand add chat to their contact mix to help drive faster service, increase conversion and service efficiencies. In addition, the brand was looking for a way to measure the effectiveness of reactive chat as a sales channel so robust reporting was required.

The Results

The brand has realized significant benefits from adding chat to its contact channels. The brand had set goals for conversions and total volume to measure the effectiveness of implementing chat, all of which were exceeded within the rest few months after implementation. Twenty percent of the customer service volume is now coming through chat, resulting in agent efficiency and cost savings due to the fact agents can handle up to three chats at a time versus one phone call or email. And Chat overall is a lower cost per minute than both phone and email interactions. In addition, Chat is resulting in a 15% average conversion rate, driving a significant amount of revenue from that channel. The brand's goal prior to chat launch was to achieve 5% conversion. Since implementation, there has been a 5% lift in chat customer satisfaction scores, with chat running at parity with phone satisfaction scores and in some months higher.



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In addition to providing sales reporting, Radial also tracks the efficiency of its chat solution in terms of service speed to the consumer, customer satisfaction, agent efficiency and cost efficiency for the client.

The Radial Solution

While Radial had been providing chat for some time, it did not at that point have the detailed sales reporting for Chat. Radial implemented the chat solution and built a new reporting feature to track sales from chat. Radial added a field to the chat window, requiring consumers to input their email address, in order to have a way to tie sales back to recent chat sessions.

Now, when a consumer chooses chat as their service option, Radial is able to match the chat email address to online purchases and report them as chat associated sales to show the impact on sales and average order value from that channel.

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