



Radial Client Success Story

Godiva Chocolatier Case Study

Customer Service Interaction Success Story



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The Situation

Godiva Chocolatier, the global leader in premium chocolates, was looking for a way to increase sales conversion and average order value (AOV) in the contact center. The Chocolatier turned to Radial to provide a process and training on how to turn each customer call into a sales opportunity so that agents could successfully upsell customers.

The Results

As a result of Radial's new agent and supervisor training, Godiva's conversion rate has increased 19%, surpassing the Chocolatier's goal; and average order value has increased 5% year over year during the holiday season. In addition to this growth, agent morale was boosted as they became equipped with the skills and tools to offer upsell suggestions tailored to the consumers' needs.





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The Radial Solution

Radial put a pilot training program in place, starting with twenty agents, utilizing the LAMA© sales technique. LAMA© - Listen, Acknowledge, Make a Statement, Ask a Question - is a way to manage and guide conversations, along with soft skills sales training that Radial partnered with McKee Consulting to implement with agents. Along with the twenty agents, Radial Supervisors completed the training, as well as a "Positive Coach Approach" training in order to properly support the new agent skills during one-to-one coaching sessions that Radial conducts.

Based on the successful launch of the program and the results achieved by the twenty pilot agents, Radial rolled the training out to new-hire agents. Now, all new agents for Godiva are trained to successfully upsell and increase conversions through formal LAMA© sales training that is now part of Radial's Learning Management System.