

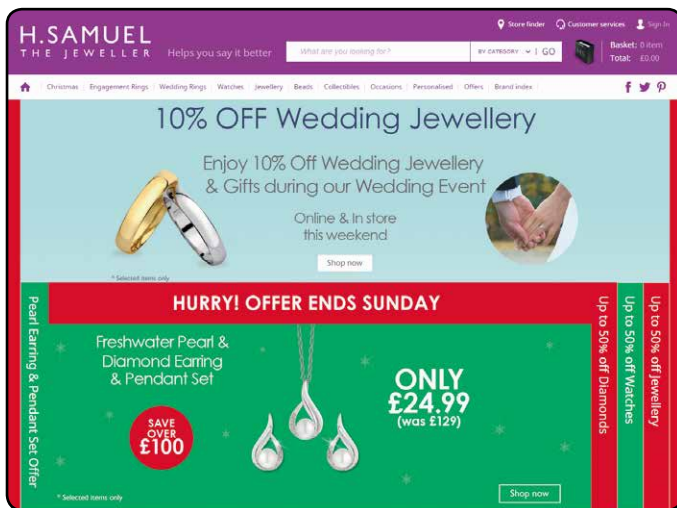
CASE STUDY: SIGNET JEWELLERS



INDUSTRY SECTOR	Retail
CLIENT	
REQUIREMENT	A real-time communication channel to provide an exceptional personalised experience for all website visitors after 6pm - high-street closing times.
SOLUTION	Implementation of live chat, with extra functionality for remote usage and additional ticketing system.



We would highly recommend WhosOn - an ideal system to manage without IT support, it has enhanced our offering



About Signet

Signet Jewellers is known to be the largest jewellery retailer in the US, UK and Canada. The company has annual pro-forma sales of 6 billion across their 8 individual well-known brands; Kay Jewellers and Jared the Galleria of Jewellery in the US, H. Samuel and Ernest Jones in the UK and Zales Jewellers, Peoples Jewellers and Piercing Pagoda brands are located in both Canada and US.

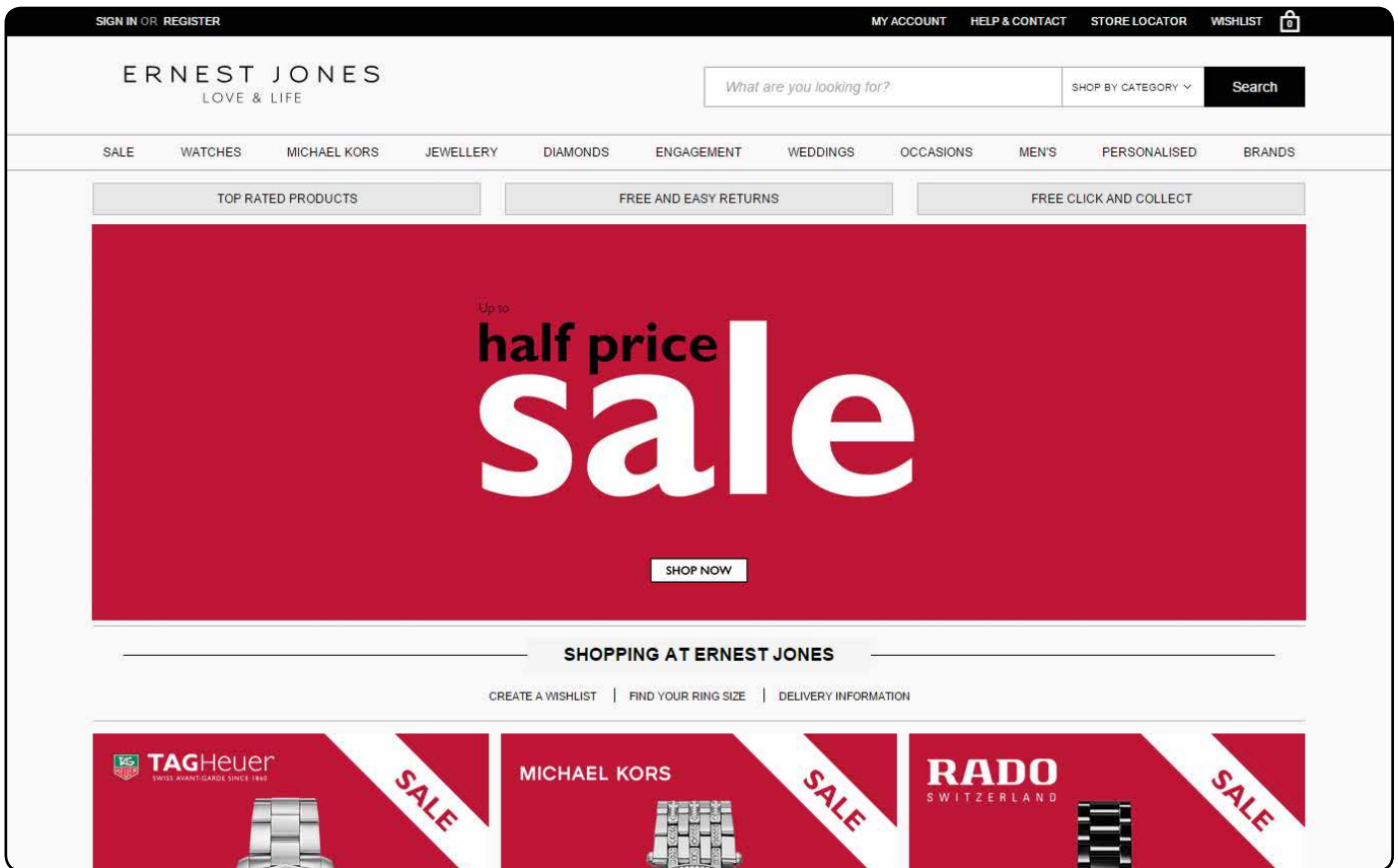
Why Live Chat?

One of Signets promises to its worldwide customer base is 'Outstanding Customer Service', it is at the forefront of everything they do and as they have a high quality store base they wanted to take the personalised journey online. This was the trigger point for the team to start looking for a solution which would allow them to instantly service their online customers by answering questions, offering advice and helping them through their journey to purchase.

The Challenge

Signet was looking for an online solution to help with customer service for their UK brands: H.Samuel and Ernest Jones. They have 500 stores nationwide and offer exceptional customer service to their face to face customers. Now they wanted to talk with their online visitors to offer the same SLA's (Service Level Agreements). The need to provide an extensively personalised experience was a key factor in choosing a live chat provider. They needed to engage with specific customers at specific times to answer questions in real time to encourage buying behaviours.

Offering this multi-channel shopping service would ensure that they maintained their market position and remained ahead of competitors. They required a solution that was proven to be cost effective and give them good ROI (Return on Investment). The live chat solution would also need to be flexible and scalable allowing implementation across further areas once bedded in to their communication strategies. They utilised current, experienced staff to mirror the high standard of service available in-store.



Why WhosOn?

The UK based project team had a demonstration of WhosOn Live Chat Software due to its flexibility and functionality meeting their criteria.

- They needed their in-store agents to work remotely after 6pm and with the solution in place, experienced staff were able to provide advice and assistance from home. This allowed them to engage with customers out of hours and in turn sales began to increase.

- The solution needed to allow personalisation of chat windows and include dynamic invite functionality in order to maintain the company branding and SLA's.
- They wanted a UK based company with round the clock support – should they need it.

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