

## CASE STUDY: CENTERPLATE



INDUSTRY SECTOR	Travel & Hospitality
CLIENT	
REQUIREMENT	To improve upon limited contact methods currently available online, in order to convert as much website traffic as possible.
SOLUTION	Implementing a hosted version of WhosOn Live Chat Solution, which replaced a generic contact form and allowed multiple domains and users.



Having previously used WhosOn in other roles I knew that the solution was easy to implement



### About Centerplate

Centerplate is North America's leading hospitality provider and specialize in delivering world class events at premier venues and focusing on the guest experience. Centerplate's history of service began over 80 years ago in Chicago, when company founder Nathaniel Leverone set out to provide Chicagoans with better quality service and refreshments. The company prospered, and by 1933, was the natural choice to help the city welcome millions of visitors to Chicago's Century of Progress World's Fair. Since then, the company has grown to be the leader of innovative hospitality and retail services for North America's premier sports and entertainment destinations. They now have over 250 partner venues and provide event hospitality services to over 100 million guests annually. Centerplate UK is part of the Centerplate family.

### The Case for Live Chat

Centerplate UK division provides a sales and marketing function to multiple sites across the UK, for each client they generate bespoke websites to help sell their conference and events facilities. It was noticed that they were generating a large number of monthly visitors to their own site. Other than a generic contact form there was no way of conversing with what could be potential conference & banqueting business. More and more people want to get instant answers to their queries rather than wait for a call back and so Centerplate decided that they would implement a live chat function to allow an online sales team to **directly engage with visitors** and measure the type of traffic they received, allowing them to optimise and convert as much traffic as possible.

### Live Chat Implementation

Having previously used WhosOn in other roles, Sales & Marketing Executive, Amy Kirk, knew that the software was easy to implement and would be very simple to replicate across all of their sites. The software allowed them to

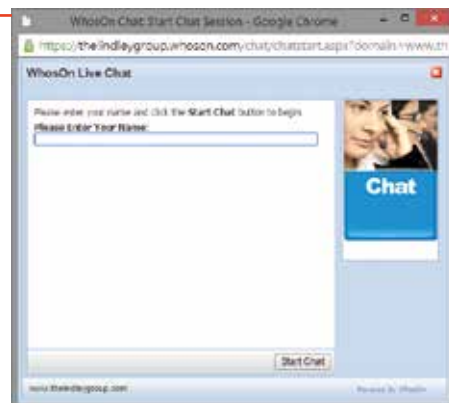
converse real-time with potential customers and ideally capture sales that would have otherwise been missed. Due to them owning multiple sites across the UK they decided to opt for the 'Hosted Dedicated Server'. This allowed Centerplate to have multiple domains and users so all sales teams on site managed their own chats.

Having the ability to monitor all sites activity at their Shared Service Centre and capture any chats that they have not been able to get to, proved a valuable customer service tool. Since using WhosOn they have seen an increase in enquiries through their website which has provided a great return on investment not only for the software but also for the sites they create and manage.

### Live Chat Analytics and Web Reporting

Amy Kirk commented: "The analytical capabilities of WhosOn is a fantastic feature that allows us to see how our websites are performing and through my administrators role I can see all the sites visitors and activity on the one dashboard."

The analytics provided have meant that they were not as reliant on Google Analytics to see how effective search keywords/key terms are, making SEO and PPC more efficient across the group. The reporting function enables their marketing department to give direct feedback to the management team and clients on how each site is performing and which prospective clients have been viewing the website on a regular basis. The function to schedule reports to go out to specific users has had a big impact on time and reduced their overall costs in this area.



Another customization which added significantly to the efficiency of live chat was the addition of a 'Request Monitoring' feature. WhosOn already provides a whisper feature where other members of staff can view the live chat and privately 'whisper' input to the agent. 'Request monitoring' adds a button to the live chat window which allows the analyst to request the assistance of senior analysts to resolve a case more efficiently, resulting in improve customer satisfaction rates.

## Results

Prior to the implementation of WhosOn, Centerplate were losing enquiries through having no form of real time contact with prospects, they were seeing large numbers of visitors but not having the level of engagement. Since the software has been implemented, across the group they have averaged around 20 enquiries per site per week which would have previously been missed.

When pitching to clients they offer the **live chat solution** as part of a standard package with any website build. Each new customer can see the benefits, meaning that as Centerplate grows, their use of WhosOn will grow.

Sales & Marketing Executive comments: "Centerplate have been a client of Parker Software for almost 3 years and have developed a great working partnership, no matter what the query we always get fantastic service which is, most importantly, fast. I would certainly recommend the company and their software to anyone who has a customer facing website, the software is functional, easy to use and can only help your business improve its customer service."



20 enquiries per site per week are captured, which we previously would have missed



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