



Abt Electronics

Serving customers quickly and effectively with more than 99.9% uptime.



INDUSTRY: Consumer electronics and appliance retailer

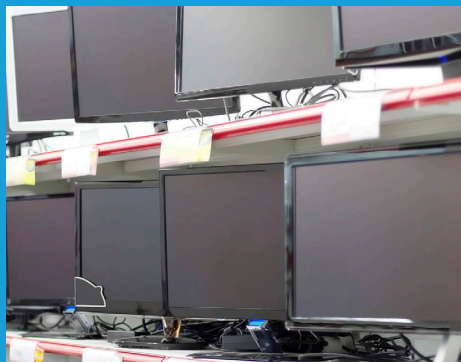
HEADQUARTERS: Glenview, IL

NUMBER OF EMPLOYEES: 500

“

BoldChat's features and high uptime reliability have given us better sell-through with our online customers. It's helped us take our web presence to a whole new level.”

—**JON ABT**, *Co-President, Abt Electronics*



CHALLENGE

Abt Electronics is the nation's largest single-store consumer electronics and appliance retailer. Along with their site Abt.com, they have thrived by focusing on the customer in-store and online. In order to continue providing an optimal customer experience, Abt Electronics decided:

- Their previous live chat solution offered inconsistent capability across web browsers
- They needed a fast and effective way to address customer questions on Abt.com
- They wanted a better feature set and more advanced reporting tools

SOLUTION

After a trial run of many live chat products, Abt Electronics determined that BoldChat was the best offering from both the customer and operator perspective. “Since BoldChat has the ability to display all incoming chats onscreen, our agents can pick and choose the inquiries that best match their skill. The ability for agents to work within their field of expertise has become a real plus for our quality of service,” Jon Abt, Co-President, says. BoldChat Pro enables Abt's online operators to answer questions quickly and effectively, with a system that boasts more than 99.9% uptime.

RESULTS

Since offering BoldChat, Abt Electronics has seen numerous benefits:

- 100% increase in live chat engagements, up to 1,000 chats per week
- Scaling up from 12 to 50 online operators, with only 2% of training time devoted to BoldChat
- More than 20% of sales conversion with live chatters, and 25% of customers buy additional items

Given Abt Electronics' long-standing reputation for excellent quality service, they are always evaluating new services for the website and relying heavily on the features that BoldChat offers, including reporting and proactive chat.