B■LDCHAT by LogMeIn

Sundance Catalog

BoldChat replaces Instant Service resulting in instant improvements.

sundance

INDUSTRY: eCommerce

HEADQUARTERS: Salt Lake City, Utah

NUMBER OF EMPLOYEES: 150+

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For someone who is looking for a reliable, cost effective, and easily implemented tool, you can't really beat [BoldChat]. Plus, if you want the bells and whistles, you get that too, so it's the best of both worlds."

—TIM TAGGART, *Director of Customer Service and Fulfillment*

CHALLENGE

Sundance Catalog, part of Robert Redford's Sundance Group, was first mailed to customers in 1989 to offer unique and handcrafted products to its customers. After adding an online retail presence, Sundance incorporated chat as part of the customer service experience in 2001. Sundance used Instant Service for a decade, but noticed a drop in service and attention, and, therefore, began searching for a new solution.

SOLUTION

Sundance Catalog had clear requirements for a new provider and chose BoldChat because of LogMeIn's solid platform, excellent customer service, ease of use for its agents, and rich reporting to help them analyze customer contacts. During the selection process, Sundance was nearing Q4 and needed a solution they could implement quickly. With BoldChat, they were able to complete the implementation process, including training their agents, within 45 days of the initial discovery. To top it off, Sundance was able to leverage their technical expertise to lower the cost of implementation.

RESULTS

After implementing BoldChat across the organization, Sundance Catalog has experienced significant benefits, including:

- Sundance no longer has to submit trouble tickets, and BoldChat support is available 24/7 via text, phone, chat or email providing a faster, smoother customer service experience.
- BoldChat's flexible licensing structure has enabled Sundance to significantly reduce their cost per contact, and manage licensing costs to address the seasonality of their business.
- Sundance agents love that they can modify the interface to what makes sense for their business needs.