



Signet

Opening new B2B communication channels for better service



INDUSTRY: Manufacturing

HEADQUARTERS: Brisbane, Australia

NUMBER OF EMPLOYEES: 200+

PARENT COMPANY: Winson Group

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If you invest in building a relationship with a customer through quality customer service, they'll invest with you. There was no point in rebuilding our IT infrastructure if there was no one to talk the customer through our online store. BoldChat provided us with a cost-effective, nimble tool that not only helped us to continue to provide exemplary customer service, but to also build stronger relationships with our business customers.”

—**DAMIEN SHARMA**, *Digital Marketing Executive, Signet.*



CHALLENGE

A leader in the manufacture and supply of packaging, safety, industrial marketing and cleaning consumables, Signet has grown from a single warehouse in Brisbane, Australia to a nationwide network. Signet is positioned as a challenger brand, successfully competing with large retailers in the fast paced FMCG market. Working across a wide range of industries including manufacturing, warehousing, construction and education, Signet prides itself on its award-winning customer service with the brand purpose of 'Helping Australia Compete'.

“It's vital to our business success that our customers' experience on the website is as fast and simple as possible. Customers now have a wide variety of communication options at their fingertips., Based on Voice-of-Customer feedback, we have embraced the digital change in an industry that has traditionally seen face-to-face visits and print media as the main customer communication channels. The digital disruption for industrial supplies means that customers can shop around online effectively,” said Damien Sharma, Digital Marketing Executive, Signet.

Over 45 years in business, Signet understood the changing needs of its increasingly digital customers. To meet this, the company set to create an online support environment that was available 24 hours a day, 7 days a week, with easy navigation and same-day dispatch. The goal was to have a website that felt like a 'live' experience – as if the sales person is accessible to the customer at every step of the purchasing process, giving advice on new products, stock levels and special deals. In order to continue delivering exceptional customer support, the company required a solution that would:

- Offer Signet strong ROI by increasing online sales and boosting online sale conversion
- Drive increased site retention through proactive customer engagement and support
- Integrate with existing sales software

SOLUTION

After reviewing several options, BoldChat was selected as the solution of choice to enable live chat and break down contact barriers between Signet and its business customers.

The initial three-month pilot program resulted in an immediate rise in sales conversion rates as enabled Signet staff to provide support proactively, real-time support the entire purchasing journey.

And implementation was simple. The BoldChat team began by conducting an assessment of the revamped Signet website, walking staff through BoldChat's installation and customisation options. BoldChat was then quickly incorporated into Signet's existing CRM system, providing seamless integration with current, and future, marketing and sales management software.

"One of the key points about BoldChat is that you can adapt it to suit your business. During busy periods, if we do not have enough staff to answer incoming enquiries, the live chat tool can be hidden, and reactivated when staff are available. During off-peak times, offline support in the form of email was also offered through BoldChat," said Sharma.

For customers, the process is seamless. As soon as they log in to the website, customers are tracked via their customer number. When a BoldChat session is initiated, the support staff is able to see past orders and conversations immediately, giving the staff member more information to provide quality service instantly. BoldChat's ability to allow customer-facing support teams to capture and access real-time customer data means businesses are able to build a single and consistent view of each customer for a more personalised experience.

With a local LogMeIn support team on hand to resolve technical issues quickly, Signet was also given peace of mind knowing their customers are able to enjoy seamless customer service with the added benefit of human interaction.

"Having a tool with a local support team was important to us – we knew that if we were to ever run into any issues, the BoldChat team would be able to troubleshoot with us in real time, making it easier for us to continue helping our own business customers," said Sharma.

RESULTS

Signet has seen significant results since deploying BoldChat. Through the use of real-time customer support, sales conversions have increased from 31 percent to 46 percent.

There has also been an increase in the number of online orders, now making up 43 percent of all orders received. Signet aims to increase this to 51 percent this year, with an overall aim of growing this to 70 percent.

"Signet has seen new customers double, with the majority signing up via the online channels. Following our success deploying BoldChat, parent company Winson Group has rolled it out with Signet's sister company, Insignia, to support its B2B lead generation program," said Sharma.

BoldChat's post-chat survey function has allowed Signet to gauge customer satisfaction levels and relay this feedback to the appropriate product and support teams. Following deployment, Signet has received a boost in its customer service rating, rising from 4.3 to 4.9 out of 5.

"Customer feedback has been nothing but positive. They love the instant advice that we're able to provide them on-the-spot. The ability for us to share links to specific items – something you can't do on the phone – means they get their products faster, and lets us provide more thorough answers. Following up to ensure they were happy with their service just strengthens the relationship we've built even further," said Sharma.

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