BOLDCHAT by LogMeIn

ApplianceZone.com

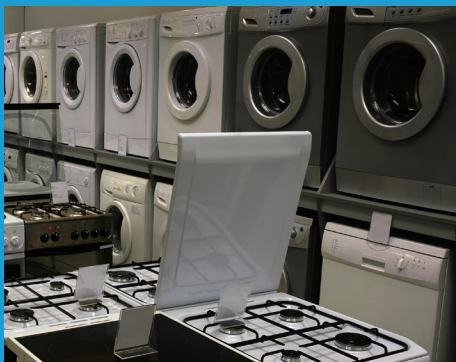## Smaller budgets, bigger opportunities.

INDUSTRY: Retail

HEADQUARTERS: Corydon, IN

NUMBER OF EMPLOYEES: 50

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I highly doubt we would be where we are today without BoldChat's live chat and email management features. I just can't imagine doing the volume we do without these products."

—JIM ALLEN, *Founder and CEO, ApplianceZone.com*

CHALLENGE

In just two years, family-owned ApplianceZone.com grew to become the fourth largest online appliance parts company in the country. The business serves more than 15,000 customers each day, offering more than 1.5 million products. This rapid growth and expansion created significant challenges.

- After relaunching the website to meet overwhelming demand, ApplianceZone.com needed a powerful online communications management system.
- High-quality customer service was a critical focus.
- The first chat product deployed was unsatisfactory, lacking key functionality.

SOLUTION

Disappointed with the original chat solution utilized, Founder and CEO Jim Allen searched for a superior replacement and ultimately selected BoldChat Enterprise. This robust suite included all of the features ApplianceZone.com needed to optimize customer service, including live chat, email management, weekly reports to monitor operator performance and more. The chat history feature was particularly useful, allowing support agents to provide a more personal experience to every customer.

RESULTS

By embracing BoldChat Enterprise, ApplianceZone.com has been able to significantly upgrade its customer support capabilities without driving up costs.

- With a staff of 10 BoldChat operators, the company conducts 6,000-8,000 chats and manages 18,000 emails per week.
- Customers singled out ApplianceZone.com's live chat offerings for praise in 70 percent of the company's BizRate shopping community surveys.
- The efficiency gains, cost savings and positive feedback were so strong that ApplianceZone.com removed its phone number from the website, switching to an online-only customer support model.