

# Traditional Chat vs SaleMove Chat

How a major global insurer took their chat to the next level

## Challenge

In a market where companies primarily compete on price, product, and service, one particular global insurer focused the majority of its efforts on outpacing competitors in terms of its online customer experience offering.

*Through its Voice of the Customer initiatives and feedback collected across various channels, the carrier discovered that customers wanted to interact with the company online and on-the-go.*

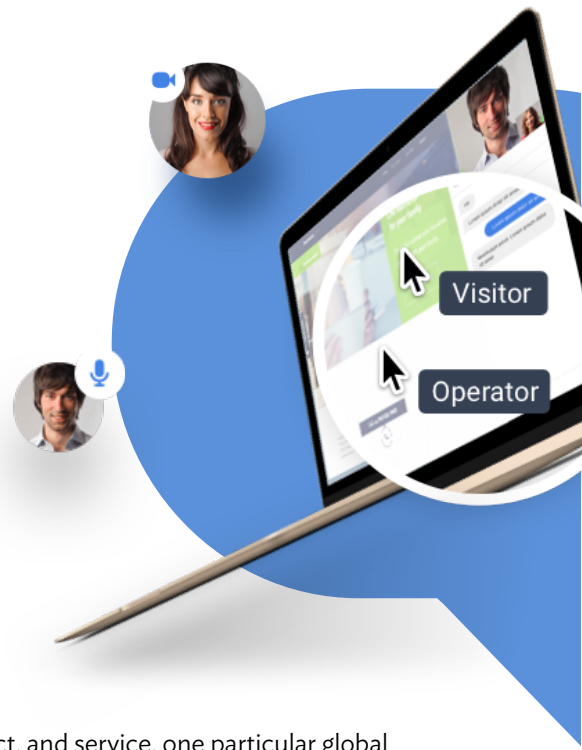
Motivated by customer requests, as well as the need to keep up with competitors with superior digital capabilities, the insurer implemented a basic chat solution to complement its existing phone and email channels.

Deploying the solution produced some gains in online conversion, but fell below expectations in delivering an easy and differentiated experience for the customer. In addition to falling short on the customer side, the user interface also proved to be clunky and complicated for the carrier's agents. Much like the other communication channels employed by the insurer, the traditional chat solution still required the agents to provide "blind support", oftentimes starting the process from scratch or forcing the customer to switch channels given the chat's limited context.

Given the sub-optimal results and customer experience, the carrier sought to find a solution that would deliver significant results as well as remain relevant to future customer expectations.

## Solution

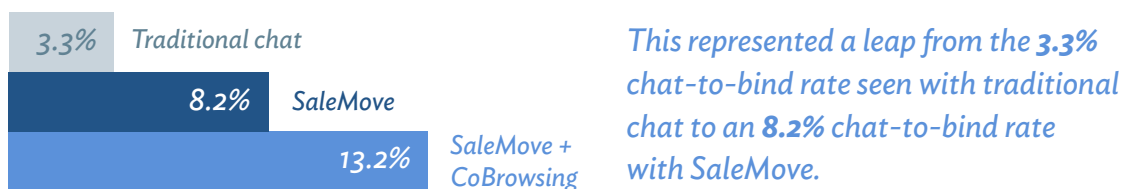
The insurer's priorities aligned with SaleMove's seamless, scalable, and secure platform offering; making it the perfect replacement for its legacy chat solution. SaleMove was deployed across the organization, equipping agents at all stages of the customer lifecycle with insight and context for every customer interaction.



SaleMove's Overseer business logic engine provided the insurer with an automated and intelligent way to identify the most valuable visitors on its website. In addition, the Observation and CoBrowsing functionality created a full contextual sales and servicing solution. This allowed the insurer's representatives to move away from just answering chats to becoming an active participant in the customer's overall experience.

## Results

By providing a more personalized and guided online experience, this global insurer saw an outstanding **150%** improvement in its online chat-to-bind conversion rate with the addition of SaleMove.



Taking the notion of contextual sales and servicing further, this insurer has seen even greater impact to their results when providing a more hands-on approach through the addition of CoBrowsing. For cases where both SaleMove chat and CoBrowsing were used, the chat-to-bind rate became even higher – hitting **13.2%** in the latest period. When compared with performance seen prior to SaleMove, this represents an improvement of **300%**.

## Conclusion

While traditional chat can serve as an effective communication channel between companies and their customers, it is often not enough to meet today's customer expectations. Only SaleMove provides a full engagement solution that enables company representatives to participate in their customer's online experience using context from CoBrowsing and without requiring downloads or installations. Our customers take comfort in knowing that their digital interactions can continue to evolve to meet their customer's needs, without having to deploy additional solutions in the future. Experimenting with additional capabilities is as easy as flipping a switch. The high-level support and personalized service afforded by SaleMove consistently enables customers to achieve improvements in online sales and servicing.

*To see how SaleMove can help improve your online sales and servicing, please visit us at <http://www.salemove.com/chat>*