



Customer success story

“This new Customer Engagement system has really helped us increase our conversion rates. When a customer receives an instant call-back and speaks to a person who can deal effectively with their enquiry, it is much easier to convert it into a sale. The Co-Browsing as a feature is a pleasure to use and customers are astounded by the level of information we can give them with minimal effort - a great feature.”

Lyndan Orvis, Managing Director, Hayes



Increasing online sales by 13% by using instant Call Back to improve CX

PROFILE: Industry: Retail

Employees: 146

Turnover: £11.57 million

BUSINESS

Hayes Garden World is one of the largest, most respected family run garden centres in the north of England, having grown and traded on the same site for over 200 years.

CHALLENGE

With the rise in online shopping the garden centre needed to ensure that its website could offer a high level of engagement and convert browsing into sales..

SOLUTION

Call Back and Co-Browsing to help convert online visitors into sales.

BENEFIT

1. Online sales increased by 13%
2. Improved agent efficiency and reduced costs
3. Enhanced CX with co-browsing to help customers find what they want.

The background

Over the years Hayes have been involved in the design and construction of gardens at Lowther Castle, Sizergh Castle and the Chelsea Flower Show, where TR Hayes received royal recognition for his design in 1924.

Five generations, of the Hayes family, have been involved in the gardening trade and the present site was opened in 1921. Hayes Garden World is now not only a top 10 turnover garden centre, but has a unique position as a tourist attraction seeking to increase its online sales.

The challenge

In today's marketplace where customers are turning to purchasing online, it was important that Hayes Garden World look at ways to ensure their website offered customers the same level of service they receive when they visit their centre in Ambleside.

Their main challenge was converting the many people browsing their website into customers, and they needed a simple way to encourage customers to ask questions if they were unsure about making a purchase.

Hayes had noticed that a lot of website visitors had spent time browsing, but had not made a purchase. They wanted a way to encourage customers to discuss any questions they had about plants, and leisure goods with a Hayes representative.

Hayes contacted Eckoh to see if there were any changes they could make to their website that might help the customers with their purchases.

The solution

From Eckoh's Omni-Channel portfolio, two solutions were implemented:

Instant Call-back

Call-back is present at the top of every Hayes Garden World website page.

Call-back analyses mouse movement, pages looked through, time spent on pages and scrolling. When a customer is browsing the site, at certain key points, a pop-up window invites them to request a call back from a customer services adviser.

The customer fills in their name, phone number and nature of enquiry, and a call is sent to the contact centre where it is automatically allocated to an agent. The agent accepts the call through their console and is connected to the customer. The agent can see the customer's browsing history, the web page they are looking at, along with their name and email address and their journey. At the end of each chat or call back a specially developed survey provided essential feedback about the service direct from the customer.

Co-Browsing

Once the agent connects with the customer, they can show them around the website using the Co-Browsing product. This allows the agent to share their screen with the customer throughout the duration of the call. They can help them navigate around the website and answer any questions about the product or website ordering process. They can also show them any special offers or specific items that may interest them, or fill out an order form with them.



Value

Instant Call-back provides an effortless experience for Hayes Garden World customers.

The service enables Hayes to engage with their online customer instantly and in real time, often connecting with customers that would have otherwise navigated away from the website.

Call-back was easy to install and is delivering maximum benefit, driving sales traffic from website to phone for that extra bit of pre-purchase assistance and reassurance.

Call-back has made significant savings for Hayes Garden World by maximising agent efficiency and eliminating the costs associated with putting their customers on hold. It also reduced the amount of abandoned website visits and increased the number of website orders and sales.

Hayes have also incorporated the Instant Call-back function within their customer emails. This means customers can request a callback direct from a mail with one click if they have any queries relating to an order or enquiry.

Together with the Co-Browsing option, feedback about the service has been extremely positive and customers have appreciated the care and extra effort that Hayes Garden World has taken to help customers make their choice.

