



Customer success story

“We have found Eckoh responsive, supportive and very helpful. During the set-up they worked hard to ensure that delivery matched our branding and behavioural requirements. Implementation was fast with minimal input from our own technical team. We have achieved a significant number of conversions as a result of the engagement with potential instructors and continue to see a steady stream through the service.”

Jon Sutcliffe, Sales & Service Operations Director, Red Driving Services Ltd.



Increasing sales and customer support with Web Chat, Call Back and Co-Browsing.

PROFILE: Industry: Financial Services **Tests passed:** 100,000+

BUSINESS

Largest UK driving school operating across the country and responsible for teaching over 100,000 learner drivers to pass their driving test.

CHALLENGE

Improving the recruitment of driving instructors and converting website browsing to full applications.

SOLUTION

Omni-Channel solutions including Web Chat and Call Back.

BENEFIT

1. Increase in applications
2. Reduced service costs
3. Improved customer satisfaction
4. Added competitive advantage.

The background

RED Driving School, part of RDS is the largest UK driving school. They teach well in excess of 100,000 learner drivers to pass the UK government driving test each year.

RED prides itself on the high standard of tuition they deliver. All their instructors are DBS checked (formerly known as CRB) and undergo regular assessments to guarantee that their standard of driving lessons and customer service is amongst the best in the country.

The challenge

RED Driving School wanted to increase the number of drivers applying for instructor positions. In particular, they wanted to encourage drivers to engage in a conversation with their advisers before they end their website search.

They needed to prevent the end-user from leaving when they had visibly shown an interest in becoming an instructor and bring them back from aborting their search. RED wanted a flexible system which allowed highly configurable front-end customisations. They needed it to fit with their corporate branding and tailored offers of help so that they could interact and increase conversion.

The solution

Eckoh provided a Live Help solution which includes:

- Web Chat
- Instant Callback
- Co-Browsing

During certain points of a customer's journey through the website (mouse movement and linger time on page), a pop-up will offer the Web Chat or Call-Back service with an agent.

At the end of each chat or call back a specially developed survey provided essential feedback about the service direct from the customer.

With Call-back, the customer fills in a simple form (name, number and nature of enquiry), and this is sent to the contact centre where the call is allocated to an agent. With Web Chat, the connection is shown immediately on the customer's screen.

Once the agent and customers are connected, the agent can see the customer's browsing history and the web page they are looking at.

With the option of screen sharing available at any point in the conversation, they can show them around the website using Eckoh's Co-Browsing product. The agent helps the customer navigate around the website, answer any questions about the product or website ordering process, and also show them any special offers or specific items that may interest them.

The value

Within just one year, Eckoh has helped RED Driving School deliver increased sales and conversions of more than 3,000 customer interactions since implementation.

Our ongoing support continues to achieve 99.99% uptime during this period offering a 24-hour support desk and any direct support via account management as and when required.

Eckoh's Instant Call-back and Web Chat service provides an effortless experience for RED Driving School's customers. It has also reduced the amount of abandoned website visits and increased the number of drivers applying for instructor positions.

Feedback about the service has been extremely positive and customers have appreciated the care and extra mile that RED has gone to help drivers make their next career step.