

BT increase online sales conversions five fold with no sale, no fee solution

About BT Consumer

BT is a global telecommunications company servicing consumers, enterprises and the public sector with broadband and communication services across global networks in 170 countries.

BT Consumer provides communication services to the home and has 12 million customers, delivers a turnover in excess of £5 billion and represents about 15% of group profits directly.

BT is amongst the most powerful and respected brands in the UK. It aspires to be the best service provider in the converging telecoms industry and become the first choice retailer by 'bringing it all together' for its customers.

The Challenge

BT sells a wide range of products and services, including phone line rental, calling plans, broadband and BT Vision, through its website, BT.com.

A review of BT.com highlighted that while the site was doing well, it could do better. Calling plans and broadband packages can be complex and customers are presented with a great deal of choice. Talking directly to customers revealed they often did not always understand each and every proposition, for example the benefits of BT Vision as an on-demand service.

Complexity and technical legacy challenges on the website meant that while the site was converting well, there was a lot more that could be done to drive sales online. While many customers would conduct initial research online, they often still had to rely on BT's call centre to complete their orders.

BT recognised there was potential to increase online conversion through improved engagement but needed to gain insight into the challenges that were driving customers to abandon online orders and phone the call centre.

The Solution

As well as streamlining the order journey and simplifying offers available to customers on its website, BT partnered with LivePerson to deliver a programme that uses LivePerson's Intelligent Online Engagement platform to engage consumers on BT.com with the goal of reducing abandonment and increasing online sales conversions.

Pay for Performance

BT and LivePerson started working together in 2007 and a

partnership has been built on trust and the value of results delivered. The commercial basis for the programme leverages LivePerson's Pay For Performance (PFP) model whereby LivePerson takes full responsibility for all aspects of the programme, both the technology and the operational labour - the human sales advisors who engage with consumers. BT chose this model to eliminate risk and benefit from a 100% no risk/reward based programme and only pay for incremental sales delivered by the programme: No sale. No fee.

"LivePerson delivers excellent value, enabling us to manage our CPA budget effectively and delivers sales exceeding our expectations. Live Chat is instrumental in helping us to achieve our ambition of growing online channel share by converting new customers online so they don't drop off to the call centre."

Roxanna Mohseni
Head of Online Sales, BT

Targeting Incremental Sales

LivePerson's platform delivers a set of rules that identify – in real time - potential new customers that are experiencing difficulty during the order journey. Invitations to chat live with product specialists are offered to those visitors who show signs of needing help when they are reviewing the marketing and pre-sales pages of the website or placing an order.

LivePerson enables the sales advisors to understand what customers are looking for, before they engage them in conversation, and once they have confirmed the customer's requirements, they relay an appropriate solution and help complete the sale. The advisor always focuses on determining the best long-term package for each customer, which is proven to drive up average revenue per sale, customer satisfaction and longevity.

"We need to be able to service customers as they want to be serviced while being conscious of reducing costs. Customers value chat as an important way of seeking clarification when they are on our website, and it is the most cost effective way of driving new incremental sales," says Roxanna Mohseni, Head of Online Sales, BT

Live Chat advisors are also the first to identify any technical challenges on the website, guiding customers to overcome them and complete their orders. This real-time 'voice of the customer' feedback is immediately shared with the web team so that improvements can be made to the website and online services.

Over the last four years, BT have continually developed and enhanced their intelligent engagement solution using new LivePerson capabilities such as LP Personal Assistance, LP Open Chat and employed special order journey engagement strategies. Results are measured and the channel continually optimised by testing and reviewing web chat invitation design using Multivariate Testing (MVT) to maximise adoption of Live Chat as a customer sales help channel.

The Results

Significant jump in online conversion

While LivePerson engages with just 2% of total traffic to BT.com, it is delivering an average of 23% of total online sales. Live Chat assists nearly 20,000 new product sales to new BT customers every month, of which an average of 80% are proven to be incremental – in other words if they hadn't engaged with LivePerson they wouldn't have converted online.

Improved customer satisfaction (CSAT) levels

On average 85% of those who chat rate the service as excellent, great or good with consistently more than 70% feeling the assistance they received was excellent or great. It's a fact that the happier customers are with the service the more likely they are to recommend BT to their friends and family.

Improved agent efficiency

As sales advisors have become more skilled with LivePerson, they are now handling four to five concurrent sales

engagements, driving more chats and more sales per agent labour hour without compromising quality or customer experience. "It's fantastic to be able to trust LivePerson to be the face and voice of BT direct to the customer," explains Roxanna Mohseni, Head of Online Sales, BT.

Order drop-out recovery

LivePerson also helps customers who drop out of the order journey as BT automatically follows up those visitors who abandon a purchase with an email including an option to chat live with a product specialist. Conversion rates to sale of those that chat from within these emails are up to 50%.

About LivePerson

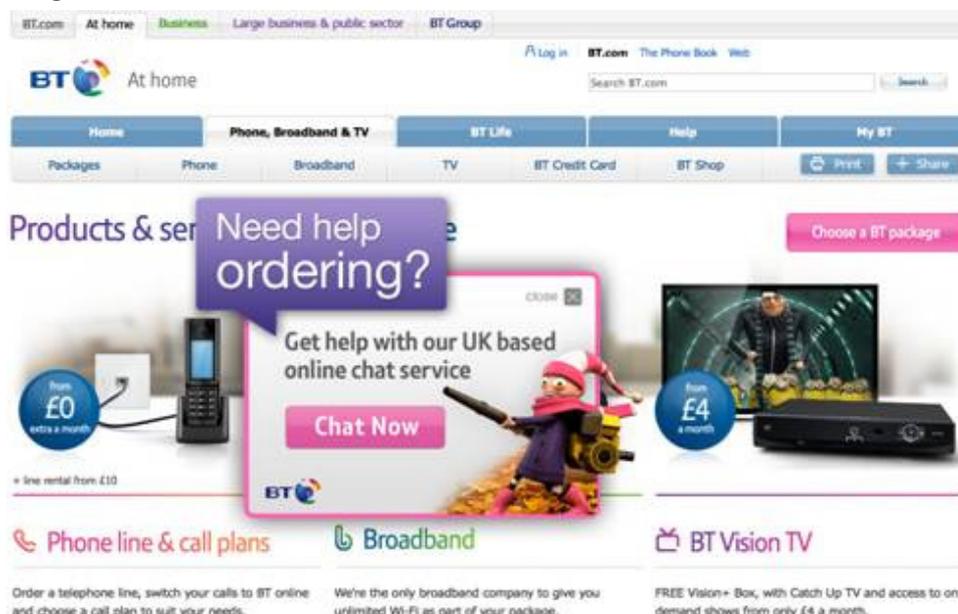
LivePerson, Inc. (NASDAQ: LPSN) offers a platform that enables businesses to proactively connect in real-time with their customers via chat, voice, and content delivery at the right time, through the right channel, including websites, social media and mobile devices. This "intelligent engagement" is driven by real-time behavioural analytics, producing connections based on a true understanding of business objectives and customer needs.

More than 8,500 companies rely on LivePerson's platform to increase conversions and improve customer experience, including Hewlett-Packard, IBM, Microsoft, Verizon, Sky, Walt Disney, PNC, QVC and Orbitz.

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The screenshot shows the BT.com website interface. At the top, there are navigation links for 'BT.com', 'At home', 'Business', 'Large business & public sector', and 'BT Group'. Below this is a search bar and a navigation menu with categories like 'Home', 'Phone, Broadband & TV', 'BT Life', 'Help', and 'My BT'. The main content area features a large purple call-to-action box that says 'Need help ordering?' and 'Get help with our UK based online chat service'. Below this, there are three product tiles: 'Phone line & call plans' (from £0 extra a month), 'Broadband' (We're the only broadband company to give you unlimited Wi-Fi as part of your package), and 'BT Vision TV' (FREE Vision+ Box, with Catch Up TV and access to on demand shows from only £4 a month).