

LIVEPERSON SUCCESS STORY

Omni Hotels deploys proactive chat throughout website, boosting AOVs, conversion rates, and CSAT scores

Overview

Omni Hotels & Resorts creates genuine, authentic guest experiences that take guests on “A Total Departure” to 45 distinct luxury hotels and resorts in leading business gateways and leisure destinations across North America. From exceptional golf and spa retreats to dynamic business settings, each Omni showcases the local flavor of the destination while featuring four-diamond services, signature restaurants, Wi-Fi connectivity and unique wellness options. Known for its award-winning, personalized service, Omni leaves a lasting impression with every customer interaction, with a heightened level of recognition and rewards delivered through its Select Guest loyalty program and the company’s “Power of One” associate empowerment program.

The Challenge

To Omni, a privately-held luxury brand in a highly competitive market, every site visitor is important, representing a cost-effective means for customer acquisition and revenue generation. Omni knew that if they could engage and enhance the user experience for a greater population of website visitors, then they would be successful in capturing new customers, without the expense required to drive new visitors to the site. The leisure and business travel content of both Omni’s websites were identified as opportunities for new customer acquisition, as many vacation and retreat packages require human-assistance during the booking and checkout process. The company had been relying primarily on telephone, and some email, as the communication vehicles for customer service. Due to the high volume of inquiries, customers would sometimes wait to obtain the assistance required to book their vacation. Omni wanted to provide an alternative means of engaging with customers and prospects in order to improve customer service and conversion rates, while maximizing the opportunities each site visitor represents for the brand.

The Solution

Omni implemented LivePerson Enterprise throughout the consumer sections of their website, providing customers with an alternative channel for service and support. Customers click

on the dynamic chat buttons to receive real-time answers to questions regarding hotel packages, restaurant reservations as well as corporate and regional site promotions and discounts. Proactive chat invitations are deployed on the bookings and reservations pages to assist visitors who exhibit signs of frustration or site abandonment. Proactively engaging customers, as they require assistance, has enabled Omni to drive incremental revenue, as well as increase average order values on bookings.

Historically, Omni’s customer service agents relied on telephone and email to support in-bound customer inquiries, so training and coaching was required on using chat as an alternative means for customer engagement. LivePerson Professional Services worked hand-in-hand with Omni to train the sales agents, ensuring they were comfortable with the new technology and able to deliver consistent, effective communications to customer inquiries. Within a short period of time, agents achieved success by converting more site visitors to customers and even upselling orders.

To evaluate customer satisfaction of the new chat program, Omni delivered a chat exit survey to all chatters. Omni discovered that customers enjoy having the ability to chat because their questions are answered in real-time, as the need arises. Omni also learned that customers feel they are able to develop a relationship with their chat agent, building a deeper level of loyalty and trust with the company. Since Omni prides itself on its’ ability to deliver a unique customer experience, they were quite pleased to see these results. The chat program has become so successful in helping Omni build deeper relationships with customers, that they’ve also deployed chat in the Select Guest loyalty program section of the site in order to provide a “concierge” level of service and support for their most loyal customers.

Lastly, and a unique use of chat, Omni added proactive chat invitations to the Meetings & Events section of their website to help facilitate the request for proposal (RFP) completion process. Proactive chat invitations are triggered as visitors linger too long on pages within the complex RFP or exhibit other signs of frustration or potential site abandonment. This unique, industry-first implementation of chat is helping Omni to speed time-to-market of RFP completion by providing an alternative, real-time communication channel for meeting and event planners who often have many questions throughout the planning process.

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The Results

According to Kerry Kennedy, Vice President of E-Commerce for Omni Hotels & Resorts, "LivePerson has enabled Omni to differentiate ourselves in the marketplace by providing a superior level of customer service and support to our website visitors. We have also achieved our goals of driving significant incremental value by engaging with more of our current site visitors. We are eager to see the results from our meetings and events deployment, as we know LivePerson's chat solutions will help enhance our service and boost RFP completion rates."

High Customer Satisfaction Ratings Customers satisfaction rating scores (CSAT) have risen to 87 percent. Customers are happy that they are able to engage with a chat agent as the need arises, or as they have questions on hotel and vacation packages, meetings and events.

Increased Conversion Rates

- Omni chatters convert at a higher rate than self-servers (non-chatters.) Chats typically convert at 18 percent versus 3 percent for non-chatters.
- Within the Meetings & Events pages, RFP completion increased fifty percent within the first month of deployment and half of those are converting to prospective business.

Boost in Average Order Value The typical average order value from a chatter is \$430, versus a non-chatter who spends \$398 on average.

"LivePerson is a trusted partner," continued Kennedy. "They held our hand throughout the entire implementation and training process and the success we've been able to achieve shows their dedication and passion towards the success of our chat program. LivePerson has become an integral part of our online sales program and an invaluable business partner."

About LivePerson

LivePerson is a provider of online engagement solutions that facilitate real-time assistance and expert advice. Connecting businesses and experts with consumers seeking help on the Web, LivePerson's hosted software platform creates more relevant, compelling and personalized online experiences. Every month, LivePerson's intelligent platform helps millions of people succeed online; more than 8,000 companies, including EarthLink, Hewlett-Packard, Microsoft, and Verizon, rely on LivePerson to maximize the impact of the online channel. LivePerson is headquartered in New York City.

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Proactive chat invitations in the Meeting & Events section of Omni's website speed the turnaround of event requests for customers and have enabled Omni to increase the pipeline of qualified RFPs.