

Deeper Connections with Customers Translates to More Value for Ted Baker

Ted Baker

Ted Baker is one of the fastest-growing lifestyle brands in the UK. Having launched as a shirt specialist in Glasgow in 1988, Ted Baker quickly became the place to buy some of the very best contemporary men's shirting. The collections have expanded rapidly since, making Ted Baker a leading lifestyle brand that now offers: menswear, womenswear, accessories, fragrance, footwear, eyewear, jewellery, and watches.

From the beginning, Ted has been known for its focus on quality, attention to detail and for bringing its quirky personality out in its brand and clothing collections. The first stores used to provide a laundry service for every shirt purchased, securing for the brand the title of 'No Ordinary Designer Label'. It is important to Ted that its personality continues to come out in all of its products and store locations.

Ted Baker is now a global brand with retail, wholesale and licence expansion from Europe to the Middle East, Africa, Asia, Australia and North and South America.

Capabilities

Growing Ted Baker's online business and brand

Significant business expansion has increased the popularity of Ted Baker online and www.tedbaker.com has seen significant growth in visitors. Ted Baker want to bring the personality of the brand to online shoppers and are aspiring to make the "No Ordinary Designer Label" brand come alive through the online channel—making it "No Ordinary Designer Website."

Ted remains one of the only brands to be built into an international designer label without an above the line advertising campaign and the approach to marketing the brand has been primarily by word of mouth (original viral activities were legendary). International expansion has been driven through a more consistent, inventive and quirky approach. The team at Ted Baker needed to find a way to support those customers online who need guidance in exploring the variety of collections. In stores the teams can help customers in face-to-face conversation but online this was more challenging.

The Solution

Personalising the online shopping experience

Ted Baker deployed LivePerson live chat solution in response to the need to personalise the online channel. By proactively inviting visitors to chat, the Ted Baker customer service team are able to connect with shoppers in real-time to help them find the relevant products or simply help answer questions about products and service, providing them with a more memorable and effective customer experience.

Visitors are offered the option to chat through a customised invitation. The LivePerson team worked with Ted Baker through a six-week testing period to develop and test several different invitation designs in keeping with the brand online. The acceptance rates of each were measured and compared and a final design was selected. The company has been able to realise a 68% improvement in chat acceptance rates with the new invitation.

To identify those website visitors who need a helping hand, the LivePerson business rules engines collect data on Ted's website visitor population and uses this to intelligently invite visitors who exhibit specific key behaviours. Ted is also able to offer proactive support to help drive sales on specific product lines.

"LivePerson live chat has helped us better connect with our site visitors by extending our in-store brand to the online channel. In addition, the ability to highlight and communicate seasonal campaigns to website visitors has helped us achieve good online revenue growth."

– Eve Henrikson,
Head of eCommerce
at Ted Baker.

The Results

Increased order value

Since deploying live chat three years ago, the Ted team has seen that visitors are four times more likely to make a purchase than if they simply self-served.

“LivePerson has given us the ability to connect in a more personal, relevant and meaningful way with our visitors and make sure they are getting the most out of their online shopping experience. Live chat provides the rare opportunity to offer shopping advice and recommendations in real-time, which has enabled us to achieve an increase in sales and also average order values.”

– Eve Henrikson,
Head of eCommerce
at Ted Baker.

Increased incremental revenue

Not only are Ted Baker visitors chatting, they are also purchasing items through their live chat sessions with the majority of revenue that’s driven being incremental.

Improved customer service through real-time connection

Since making the transition to live chat for customer service, real-time engagement has become a prominent means of assistance on the Ted site. The connection that is made with real-time assistance is proving to be very valuable in guiding shoppers through their online shopping experience.

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 behavioral analytics, producing connections based on a true understanding of business objectives and customer needs.

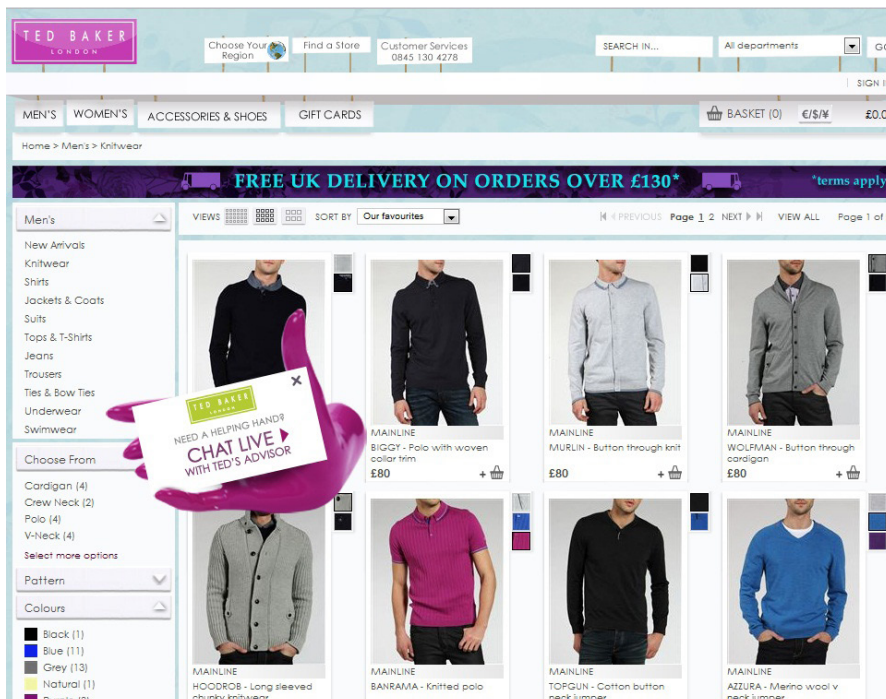
More than 8,500 companies rely on LivePerson’s platform to increase conversions and improve customer experience, including Hewlett-Packard, IBM, Microsoft, Verizon, Sky, Walt Disney, PNC, QVC and Orbitz.

LivePerson has received the CODIE award for Best eCommerce Solution in 2011, has been listed as one of America’s 25 Fastest-Growing Tech Companies by Forbes in 2011, and has been named a Company of the Year by Frost & Sullivan in 2010. LivePerson is headquartered in New York City with offices in San Francisco, Tel Aviv, Atlanta, London and Melbourne, Australia.

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Visitors are offered the option to chat through a customised invitation of a pink hand holding a Ted Baker business card, which asks “Would you like a helping hand?” One of Ted’s Personal Shopping Assistants then connects with the shopper to chat about what they are looking for. With this information, Ted’s sales assistant will help with any questions and make specific suggestions about products to guide the customer through the purchase process. Introducing this type of assistance, in real-time, helps Ted instantly connect with shoppers at a much deeper level.