



Kroftman Structures
doubles number of
quote requests with
Digital Customer
Care Company



Digital Customer Care
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Kroftman Structures has about 60,000 website visitors every month. What can we do to get leads from these visitors? The supplier of storage centres hired Digital Customer Care Co. to answer questions from website visitors via live chat. The result? A doubling of sales leads, with 365 quote requests in August compared to 164 the previous year.

Kroftman is a global supplier of both temporary and permanent storage buildings such as storage tents, sheds, and silo and container covers. Different companies use these products for various applications, such as for a sheltered workplace, agricultural storage, or a garage for tools, machines, and even helicopters. The origins of their customer base are also, from mining companies in South America to farmers in Germany. Most customers however are from Germany. An additional advantage is that the specialist in storage facilities is located in Babberich, near the German border. In addition, Kroftman has a German branch.

Increasing conversion

Kroftman wanted to get more sales leads out of its 60,000 website visitors per month. First, by renewing the website. However, when that took longer than planned, the company began looking for other options and quickly came to

"We sell complex products. We wanted to provide information on the website in a user-friendly way"

live chat. This is a way of communicating with website visitors through a pop-up chat window. "The products we sell are quite complex, which is why we can expect that visitors will have questions. Through a live chat we can easily and immediately give them answers to their questions, which can help prevent visitors from leaving the website too soon, and can also help to gain leads as well, when this perhaps may

not have happened otherwise", says Sandra Witjes, Online Marketeer at Kroftman Structures. "Moreover, we saw that some of our competitors also offer live chat on their sites. We didn't want to stay behind, especially because of our desire for increasing the conversion."

Managed Live Chat

Kroftman could not use its own employees for live chats, which is why the company decided to completely outsource this service. "We were initially quite critical", implies Witjes. "Aren't our products too complex for an external party to provide answers to technical questions? And are they able to answer our customers' questions in German, with technical terminology involved?" This is why the storage specialist went looking for a live chat provider who is a multilingual service. Kroftman opted for Managed Live Chat from Digital Customer Care Company.

With this, Digital Customer Care Company takes everything involved with their live chat off Kroftman's hands, so, a chat team is available seven days a week from 7:00am to 11:00pm. How does it work? When a visitor is active on the site at a certain time, a chat operator will approach them. This creates a conversation, which usually results in a new qualitative lead, and one satisfied prospective client. Digital Customer Care Company charges a fixed price per lead.

Pilot

During an extensive two-month pilot, Digital Customer Care Company convinced Kroftman that it was going well with the product knowledge and German language skills.

Digital Customer Care Company actually has German speaking native speakers in the team. In order to answer technical questions properly,



Digital Customer Care Company works with an internal, self-developed knowledge base. In an extensive briefing, Kroftman first provided the necessary knowledge and technical product information. As a question requires deeper technical knowledge, then LiveChat Pro passes this question directly on to Kroftman. Once the question has been processed, Digital Customer Care Company add it to the knowledge base. This is how the knowledge base becomes increasingly extensive and the corresponding chat service further fine-tuned.

In addition to the testing of German and technical knowledge, Kroftman had another, third, reason for the pilot. "How do we know if live chats give us enough qualitative leads?", says Witjes. "To keep the costs under control during the pilot, we set a maximum of 100 leads per month. That seemed an ambitious goal, but LiveChat Pro soon gained more than 100 leads per month before the trial period even ended."

More quote requests

Since Kroftman has been using Managed Live Chat, the conversion and the number of leads from website visitors has increased significantly. Witjes: "Last year in August, 164 quotes were sent to customers. This year in August, there were 365. This increase is for the most part due to Digital Customer Care Company."

This also seems to be the case judging from the increase in the number of leads from live chats, which grew in the summer months from 106 in June, to 122 in July, and 193 in August. "We expect this upward trend to continue, because August is traditionally a quiet month." Digital Customer Care Company keeps Kroftman informed via a monthly report.

Less phone calls

"Managed Live Chat also provides time savings for our sales team", says Witjes. "Where they used to have to do a follow-up call because an email or contact form had insufficient information to be able to immediately send a free quote, they now often get a ready-made qualitative lead, with all the contact details, customer claims, and desired product." This

"Managed Live Chat provides time savings for our sales team"

also applies to the non-qualitative leads, except the customer doesn't ask in this case for a standard product, but for a custom product. "Sales employees are also not continually interrupted by phone calls, which are more time-consuming than processing leads via live chats. Visitors often prefer user-friendly contact via Digital Customer Care Company instead of by phone. During the day, Digital Customer Care Company can send new leads to Kroftman within five minutes after the chat has ended. "So if a sales employee is ready to follow-up leads, then there are usually already three or four ready."

An additional advantage of live chats is that Kroftman offers its customers a friendly, extra service. "In the future we will most certainly offer live chats on our new website as well because Digital Customer Care Company has more than exceeded our expectations", says Witjes. "In terms of customer satisfaction, convenience and time savings, but especially in the number qualitative leads."



Digital Customer Care
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About Digital Customer Care Company

Digital Customer Care Company helps European and American customers to optimize all aspects of their online customer service.

The organization offers outsourced customer service and lead generation services through live chat, Facebook Messenger, WhatsApp and email for busy websites (minimum 50,000 monthly website visitors) and Facebook pages.

Digital Customer Care Company does this in German, French and Dutch from 7am to midnight, 7 days a week, and even 24x7 in English and Spanish.

Clients are large, international companies which have online a focus on the customer.

www.digitalcustomercare.eu

CUSTOMER CASE



Challenge

Kroftman wanted to increase the number of sales leads from website visits without having to spend a lot of time and money.

Solution

With Managed Live Chat, Digital Customer Care Company takes over from Kroftman everything that is involved with live chat: chats, technical issues, expansion of the knowledge base, structuring, the provision of lead information, and reporting.

Advantages

The number of quote requests has more than doubled and the number of leads from live chats continue to increase. Along with this, the sales team saves time by receiving complete, qualitative leads.