



SPECIAL TRAILERS SINCE 1881

Nootboom Trailers
offers extra
customer service
with Digital Customer
Care Company



Digital Customer Care
Company

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Special transport is tailor-made, which is why the Nootboom Trailers continuously invests in innovations – not only in exceptional road transport, but also in customer communication. With this in mind, the trailer manufacturer decided to offer additional help to its website visitors via Managed Live Chat from Digital Customer Care Company. With this service Nootboom lays the foundation for long-term relationships with customers and for more business.

Nootboom Trailers offers customers integrated, innovative solutions for exceptional road transport, such as trailers for 70-meter long rotor blades for windmills, excavators for roads and hydraulic engineering, and counterweights and crane parts for the crane industry. Actually, for anything that's too high, too long, too wide, or too heavy, Nootboom provides special transport solutions for various international clients spread over a hundred countries worldwide. The head office of this trailer specialist in exceptional transport is located in Wijchen, The Netherlands.

Personal service outside office hours

Nootboom saw live chat as the ideal tool to better serve potential customers: to answer their questions personally and to generate more leads. "As a worldwide operating company, we also have a lot of website traffic outside the Dutch office hours, which is why we were looking for a live chat solution that is available late at night as well as early in the morning", says Johan van de Water, Manager Marketing &

"As an international company we were looking for a live chat solution for outside of our office hours"

Communication at Nootboom Trailers. "Moreover, we also wanted to be able to communicate with our international customers in as many languages as possible."

Outsource or do it yourself?

At first, Nootboom doubted whether or not to outsource live chat or do it in-house. When it turned out that Digital Customer Care Company service could provide live chat in four languages, outside office hours, and was prepared to create a custom-made pilot, Nootboom decided to outsource the live chat service to this specialist. However, Nootboom still had to consider the question: can an external live chat employee properly answer questions about our technically complex solutions? This is solved by offering product training for Digital Customer Care Company employees to provide all the basic knowledge necessary. Digital Customer Care Company transfer the more complex questions to Nootboom.

Managed Live Chat

Nootboom subscribes to Managed Live Chat, where live chat is outsourced to Digital Customer Care Company. Digital Customer Care Company employees chat with website visitors in English, German, French and Dutch, from 7:00am to 11:00pm, also on weekends.

Lead information from the conversation is then directly emailed to the right person within Nootboom Trailers, and within a few hours to a maximum of one working day, the lead is responded to. Van de Water: "Why did we choose Digital Customer Care Company?" Because they offer the same service as Nootboom; they also do everything they can to provide optimal service for their customers and thereby offer the best quality they can". This was evident from the flexibility that Nootboom required. "At first we only wanted to run a pilot for our Parts department, outside of office hours.



That was not a problem for Digital Customer Care Company. They were convinced of the added value of their service -- and rightly so, we were quick to notice."

After six months of successful live chat, Nootboom expanded the chat service to other parts of the website.

Ascending line

Seven to eight percent of Nootboom's website visitors begin a live chat session, through which roughly 50 percent of the live chats result in a lead. Since the start of Digital Customer Care Company, the number of leads from live chat have been rising steadily.

Van de Water: "Due to the increase in the number of leads we have extended our package several times to accommodate a higher chat capacity. Currently, the upward trend is stabilising, but if growth continues, we can scale up easily."

Complete leads are followed up quickly

With Managed Live Chat Nootboom can follow up sales leads more efficiently. Digital Customer Care Company, asks website visitors a number of questions, through which Nootboom can immediately provide the right information to make the follow up on the lead as efficient as possible for Nootboom as well as

for the prospective client.

For example, for what type of trailer would the prospective client like to receive a quote for a specific part. But also for all relevant contact details, as well as the way in which the prospective client would like to be approached. Digital Customer Care Company emails this lead information to the right person or department within Nootboom Trailers. And that delivers time savings. Emailing lead information occurs immediately after the chat session.

"Because speed is important", explains Van de Water.

"From experience, we know that direct lead follow-up increases the chance of success."

"50% of live chats result in a lead"

With Managed Live Chat, Nootboom has access a communication service with which its customers are central. "We always go for a long-term relationship. That's why it's important to help our customers as best we can from the very first contact", says Van de Water. Nootboom therefore also considers Managed Live Chat a great addition to customer contact. "With which we improve customer satisfaction and also get leads in the most efficient way."



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

Nooteboom Trailers wanted to offer optimal service to international website visitors; to be available in different languages and outside of office hours, in order to form a basis for a successful long-term relationship.

Solution

Managed Live Chat from Digital Customer Care Company.

Website visitors can personally chat with employees in English, German, French and Dutch, from 7:00am to 11:00pm, also on weekends.

Benefits

Satisfied website visitors and more customers through these extra services. The direct supply of concrete lead information results in time savings and more business.