



**European customers
chat with Strider Bikes
in six languages**



Digital Customer Care
Company

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Strider Bikes has already sold more than three million balance bikes for children worldwide and expects to cross the four-million mark by 2023. How can this US company continue to help its growing base of European website visitors in their own language and at the desired moment - in order to maintain its high service standards and increase online conversion? Digital Customer Care Company offers the solution with live chat in six languages.

Strider Bikes is the global leader in balance bikes for children aged two to six years old. The company was founded in 2008 in Rapid City, South Dakota. In the early years, the company focused mainly on American and other English-speaking customers. In order to gradually conquer the global market in the following years. Strider Bikes now sells its balance bikes and accessories in dozens of countries around the world, from Canada to Japan and from Italy to Argentina. Sales are mainly online, through resellers or directly to consumers.

Increasing traffic

Strider Bikes experienced strong growth in the late 2010s, not only in the United States but especially in Europe. This led to more and more website traffic and live chat questions that had to be answered from the headquarters in South Dakota. These questions were increasingly asked in different languages and - because of the time difference between Europe and the US - outside the office hours of the US Strider Bikes customer service team. How can we still provide excellent service to this growing customer group? Strider

'Our bible contains just about all the answers to possible live chat questions'

Bikes decided in 2019 to look for an external live chat partner for the Central European market.

High standards

"As an American company, we traditionally place

high value on good customer service. Therefore, we were looking for a live chat partner that could also deliver these high standards in Europe," says Ricardo Correia, Managing Director Strider Europe. "We wanted to offer our customers more than a contact form, chatbot and standard answers. They deserve human contact and should also be able to ask us specific questions online, for example about their order status." In addition, Strider Bikes wanted to break down the language barrier. "Our US customer service only speaks English, but we wanted to be able to help European website visitors in their own language as much as possible."

Live chat in six languages

Strider Bikes engaged Digital Customer Care Company to provide live chat for the Central European region. The remote chat agents of Digital Customer Care Company help website visitors from the UK, Ireland, Germany, the Netherlands, Belgium, France, Spain, Portugal and Italy from seven in the morning to 12 at night, during weekdays and weekends. They do so in English, German, French, Dutch, Spanish and Italian. Strider Bikes launched the live chat partnership with an online introduction for the chat agents of Digital Customer Care Company, where they were introduced to the company, its brand and products.

E-commerce system access

'Let me know if you need any help'. With this deliberately casual opening, the live chat agents connect with website visitors. "We are adopting a responsive rather than aggressive online strategy," says Correia. "That best suits our brand proposi-

tion and the needs of our website visitors. In fact, 60 to 70 per cent of live chat queries are about orders. For example, customers want to know what their order status or tracking number is." To answer such questions adequately, the remote agents have access to Strider Bikes' e-commerce system. There, they can see, for example, when a bike will be delivered or what the stock is in the central warehouse.

Dynamic knowledge base

How do I raise the saddle? Which balance bike is suitable for my three-year-old? Is this bike also available in yellow? Besides logistical questions, Digital Customer Care Company's chat agents can also answer almost all product-related questions directly. To do so, they work with a knowledge base. "We also call this 'The Bible', because it contains just about all the answers to possible live chat questions," Correia explains. "This is a dynamic reference work. Together with Digital Customer Care Company, we are constantly expanding it with new customer questions and better answers." Can't the agents answer a question? Then they escalate it to the customer service team in the US. "But this hardly ever happens. In the past year, we have received only a handful of unanswered queries through." Strider Bikes receives monthly reports from Digital Customer Care Company that include transcripts of chat conversations.

'Customers should also be able to ask questions about their order status online'

With live chat, Strider Bikes has significantly improved its customer service in Europe. Firstly, through increased accessibility. Correia: "Website visitors get their questions answered faster. This is because we now work with chat agents in the same time zone, who are also available in the evenings and weekends." Secondly, Strider Bikes can now help European customers in six different languages. "In doing so, we are super satisfied with the quality of live chat. The agents have excellent language skills, know our brand proposition and understand how we want to communicate with

our customers. As a result, they quickly got the right tone-of-voice. In short, thanks to live chat, our customer service not only meets high standards, but we are taking those standards to an even higher level."





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About Digital Customer Care Company

Digital Customer Care Company helps European and US clients optimise all aspects of their online customer service.

The organisation provides outsourced customer care and lead generation services via 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, Italian, Portuguese, Arabic, French and Dutch from 7am to midnight, 7 days a week, and even 24x7 in English and Spanish.

Clients are medium-sized and large, international companies that want to put the customer first online.

www.digitalcustomercare.eu

CUSTOMER CASE



Challenge

Chat with our growing number of Central European website visitors, outside office hours and as much as possible in their own language, while maintaining our traditionally high service standards.

Solution

A dedicated team of live chat agents communicates with customers in English, German, French, Dutch, Spanish and Italian, seven days a week from 7am to midnight.

Benefits

More accessible customer service, communicating in six languages and with the right tone-of-voice. Live chat agents can provide website visitors with order information by accessing the e-commerce system.