



## Increase sale opportunities

### Industry:

- E-commerce

### Benefits:

- Optimize response times.
- Discover new opportunities, revenue streams, and channels
- Integrate all your conversations

### Overview

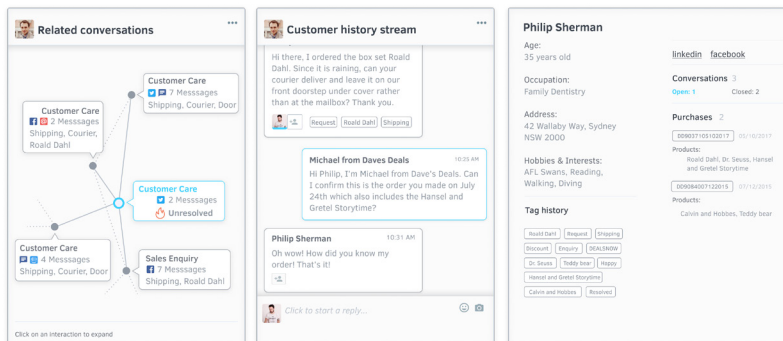
An eCommerce store was overwhelmed by customer communications from phone, live-chat, email, social media and SMS. On average, they received 50 conversations a day, with a 2 hour response time.

### Challenge

- Identify high value customer conversations
- Reduce time to respond to customers.
- Small team and no full time support staff.

### Solution

Woveon identified high value sale opportunities. To ensure no customer sales were missed, relevant conversations from the customer from the different channels were stitched together into a single view. Using Woveon's Data Warehouse technology past conversations, transactions and website behavior was collected from databases like CRMs and marketing platforms to aid responses.



### Results:

- 6000 conversations captured.
- Response time decreased by 65%.
- \$54,000 of opportunities recovered.

### Result

A total of 1068 conversations identified as valuable customer opportunities representing a value of \$54,000. Woveon analyzed over 6000 customer conversations and reduced the response times on average by 65%.

**“We didn’t accidentally miss a sales opportunity.”**

