

Schuh's Call Centre Becomes a Profit Centre with Live Engagement Channel

schuh

Case Study: Schuh


About Schuh


- Leading UK footwear retailer
- Headquartered in Livingston, Scotland
- Online retail operations and 100+ stores across the UK and Ireland
- www.schuh.co.uk

Goals

- To offer a consistent level of service across all channels
- Deflect phone calls
- Experiment in a new medium
- Make additional use of existing resources
- Extend Schuh's current service offer

Since implementing Vee24, Schuh's key ecommerce metrics have been exceptional

 Live engagement is the busiest channel, with live help calls doubling telephone calls

 Live video help achieves the same conversion rates that Schuh achieves in its physical stores

91%

average live help NPS rating

5x

more customers convert in a live help session

11%

increase in AOV for assisted sessions

Leading footwear retailer Schuh prides itself on offering a highly personalised customer service and sees this as a key differentiator across all areas of the business from stores to its website. With a young customer demographic, the company has understood for many years the importance of staying relevant to its customer base. With 133 stores and 4500 employees selling over 80 footwear brands across the UK and Ireland, Schuh works hard to deliver exceptional customer service across all areas of the business.

Back in 2011, Schuh set out to extend its personalized in-store experience to customers shopping online. The plan was to allow customers to engage with agents online on the Schuh website and to offer the same highly personalized service that customers would enjoy in a physical store. Vee24's live engagement solution was selected, and their high-level goals were to enhance the customer experience, deflect in-bound phone calls and experiment in a new medium for customer service support. These goals have remained throughout the past 8 years and as a result of consistently achieving them, Schuh now sees live help as a key online sales channel.

Today, live help at Schuh goes from strength to strength with agents assisting online customers over seven days a week and up to 9:50pm on many evenings from a state-of-the-art contact centre in Livingston. Customers are offered text chat

support, which often moves to a video chat discussion, depending on the nature of the call. German customers are also offered text chat support from the German website.

Live help calls tend to be from customers in a pre-purchase frame of mind who are looking for product advice or stock levels, whereas traditional phone enquiries are typically post purchase. Schuh records that live engagement is the busiest channel, with more than double the calls for live help engagements compared with telephone call enquiries.

Text, video and co-browsing engagements

Live engagement can be accessed from every page of the Schuh website and customers start by asking questions using their laptop, tablet or mobile phone. Agents can navigate around the website with customers to find the right product, show them web pages and help them fill out forms to complete their online purchase. Agents also make good use of the video functionality within Vee24, which allows them to engage directly to the customer using video and to pick up products and show them to the customer.

Video assistance continues to be a highly valued sales channel and the number of sales following a video engagement are always higher than following a text chat engagement.

Exceptional ecommerce metrics

Schuh quickly found that live help had a direct and positive influence on ecommerce performance and has continuously increased the number of video desks and licences over the years, therefore increasing the volume of live help calls the team can take each day.

Double-digit conversion rates

Across retail websites, a typical conversion rate (browsing to sale) is around 2%. Live help at Schuh is resulting in conversion rates in excess of 10%, five times higher than a website average conversion.

Higher Average Order Value (AOV)

Not only are conversion rates higher than average, average order values with live help are typically 11% higher than for unassisted sessions. Assisted customers can ask more questions and discuss stock and other options with the agent.

Live Help sales rival stores

The main objective for introducing live help has always been to offer a service face to the website and to give customers the very best experience in real time. Customers can access the service from laptops, tablets and mobiles, and calls are answered quickly and efficiently. Today live chat has become a channel of choice, making a huge contribution to sales with sales levels equal to that of a small store but without the usual overheads.

High video call conversion rates

Conversions following video engagements are consistently higher than conversions following text engagements.

Exceptional NPS scores

The average NPS rating following live chat is 91%, with customers viewing the customer service as overwhelmingly positive.

“We’re achieving conversion rates with live help that equate to those of our brick and mortar locations and live help is now Schuh’s largest customer contact channel, surpassing phone, email and social contact.”

Sean McKee,
Head of Ecommerce and Customer Services, Schuh

Live engagement at Schuh continues to strengthen and the longevity of the relationship with Vee24 is testament to this. Online customers now have the very best real-time experience and Vee24 has supported the retailer in achieving its initial objectives.

“We have seen live help grow to be the customers’ channel of choice and be a massive contributor to our sales at Schuh. We now plan to continue working with Vee24 to ensure that we can maximise the opportunities we now see from the mobile channel and to make a customer’s mobile experience the very best it can be,” concludes Karyn Stevely, Head of Customer Experience Schuh.

