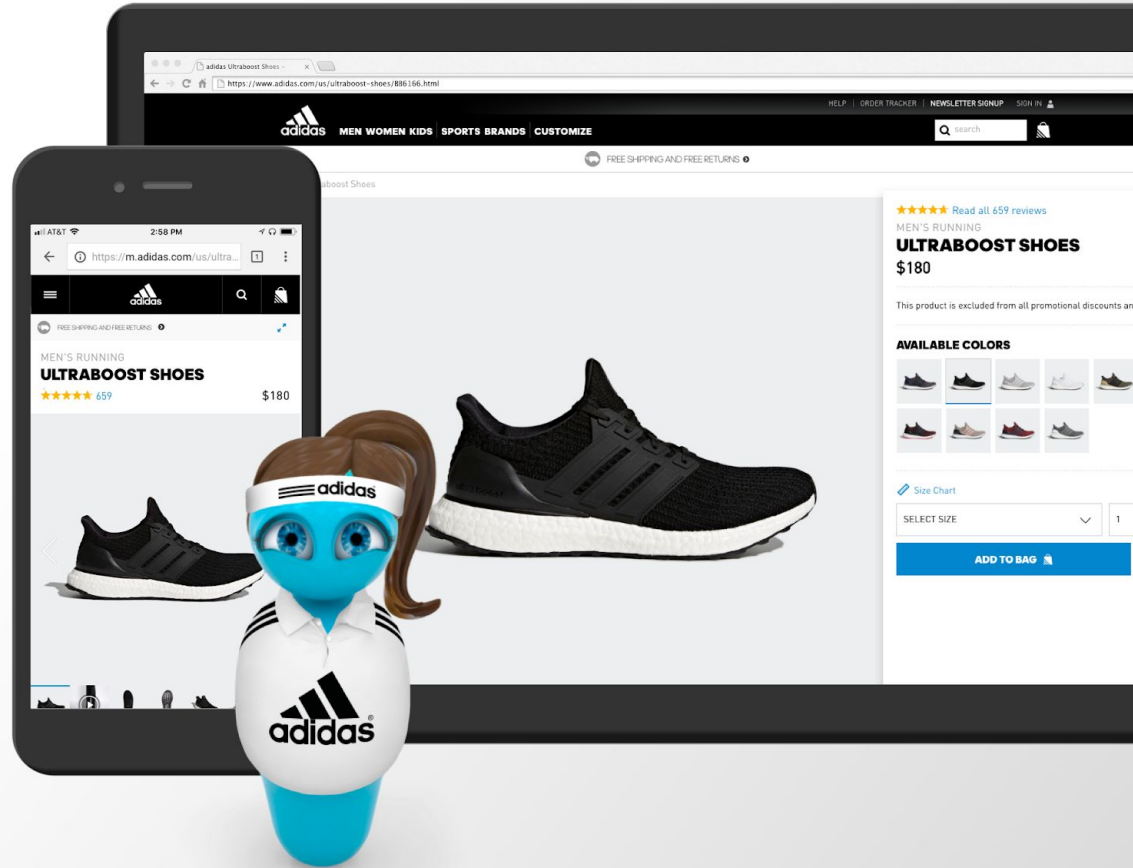


## Success Story

Adidas expands customer service channels by bringing INSIDE to their online stores



## Challenge

### Expand Availability and Accessibility for Customers

Adidas and Reebok saw an influx of customers contacting them for assistance via phone calls. As their website traffic and customer service calls increased, they were faced with the choice to increase their headcount to handle calls, or to adapt a solution that could help their current workforce deflect and handle more customer service issues concurrently.



## Objectives

Adidas was seeking tools to help them expand their customer service channels, as their call rate was only increasing. They opted for INSIDE as they saw the potential not only to engage with customers seeking assistance, but as a tool to sell.

- ★ Improve response and resolution rates
- ★ Decrease customer friction; deliver real-time updates that will increase customer satisfaction, rather than drawn out interactions which can take hours, days or weeks, while customer frustration mounts
- ★ Proactively engage with active customers to convert



You made my week.  
Thank you so much!

My pleasure! Enjoy  
the rest of your night



## Results

- ★ Higher Conversion due to personalized proactive chats based on the context of the visitor
- ★ Higher Average Cart Value due to INSIDE's unique product recommendation tool
- ★ Higher Customer Satisfaction Scores with more personalized service and faster resolution times



*"Our customer satisfaction score for chat is a lot higher than what we have for call and emails resolutions. That's due to the fact that we can provide and update the customer in real time as opposed to email where it can take days and even up to a week. Chat gives a bit more comfort to the customer when there's a live response, even more than a call where they get put on hold, etc."*



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*"When we do run proactive chats, we definitely see a higher conversion, a higher average bag, for the promotions that we do run. The process is definitely positive. Every time we've created a proactive event, we have seen positive results."*

ADIDAS