



## Online engagement improves first time customer issue resolution by 30% compared to email

**Fast, convenient customer service is fundamental to great online shopping experiences. That's why CDON.COM is now using Vergic online engagement to support nearly 10 000 online customer interactions every month – and immediately resolve issues – in real time.**

### Background: Help an early adapter lead through customer service excellence

Since 1999 CDON.COM has built the largest group of e-commerce sites in the Nordic countries. Their sites represent the largest entertainment online stores for consumers Denmark, Finland, Norway and Sweden. CDON.COM was an early adapter in providing site agents with online chat functionality to serve the ever-increasing amount of customers. However, their first simplistic software offered no possibilities for personalization and limited proactive engagement. They turned to Vergic to help them add more shopper value via online support in 2013.



## Goal: resolve online issues right away

CDON.COM wanted to provide agents with tools to resolve customer issues quickly and correctly right away. Customer Service Manager Jonny Rosengren says, "Our goal was to provide faster, better service. We had a simple chat solution that didn't let us act on customer behavior data." Reducing slow and large amount of email support was also important.

It was about helping agents proactively engaging with customers and quickly resolving issues, rather than forcing customers to describe on-site problems that could be identified automatically. In short: improve customer satisfaction and save time.

## Result: first time customer issue resolution now 30% more effective

Deploying Vergic Engage Platform took just over a month. Using it, CDON agents have increased their ability to resolve customer issues during first time interaction by 30% compared to email support.



**"The greatest advantages in using the chat system are that we help customers directly and easily provide them with more information. We can also guide them through their shopping experience in real time. By seeing and acting on problems during log-in and checkout, we can also use Vergic functionality to minimize dropouts," says Rosengren.**

More effective real-time online support has also meant a steady decline in the amount of time-consuming email-based support. All of which makes Vergic a powerful tool for CDON.COM to enhance customer satisfaction and reduce costs.

*CDON.COM is the largest online shopping store in the Nordic region. Offering a broad range of products including consumer electronics, gaming, sports and leisure, clothes and shoes, books and toys as well some 100 million visitors per year, CDON.COM has become one of the most well-know e-commerce brands. CDON.COM is a part of CDON Group, a leading e-commerce group, together with well-know brands Lekmer.com, Nelly.com, NLYman.com, Members.com, Gymgrossisten.com, Bodystore.com, Milebreaker.com, Tretti.com and RUM21.se. Together the online stores serve more than 2.5 million customers annually and the Group generated 4.5 billion in revenue in 2013.*