

Culligan Water™

**Culligan focuses on the customer
with live chat from
Digital Customer Care Company**



Digital Customer Care
Company

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"Website visitors today want to be able to ask their questions right away - without having to use another communication channel such as email, phone or social media," said Kaitlin Jurt, Social Media Specialist at Culligan. Partly for this reason, this global supplier of water and water treatment solutions decided to outsource live chat to Digital Customer Care Company.

Clean drinking water is our primary necessity of life. Culligan annually supplies 50 million customers worldwide with cleaner, better and tastier water. The company does this with a variety of services and products, such as water treatment systems, dispensers, softeners and coolers from 35 different brands such as Culligan Water, Zip Water, ZeroWater, Blupura and Quench.

The North American company provides its services and products through more than 900 dealers to consumers and businesses in 90 countries around the world, from the United States to Japan and Argentina to China.

From visitor to lead

Customers come first at Culligan. How do we ensure that we can help our customers directly and specifically online? Culligan saw the ideal solution in live chat. But the company had more reasons to start using live chat.

"In addition to capacity, we needed experience"

For example, offering an online chat function makes it possible to convert visitors into leads. In addition, Culligan developed a new website and started advertising more online. It is precisely then that live chat must be properly arranged to be able to adequately help the growing number of

visitors and to offer a service that matches the appearance of the new website.

Need for capacity and experience

Culligan started a pilot on the North American website, with chat visible on one page. "During this period, we decided to start using live chat," says Jurt. "I ran the chat on our old site, only on the homepage. Quickly we realized we'd need agents for live chat when launching our new website because the volume of chats would be too large for me to handle, as the chat widget would appear on every page." During that period, Culligan also discovered that live chat is a discipline of its own. "In addition to capacity, we needed live chat experience: an external partner who could quickly source and train agents to help our website visitors."

English and Spanish

Culligan decided to look for a live chat partner. This partner had to have a dedicated team of chat agents available. Customer-friendly and service-oriented employees, who are familiar with the Live Chat software and the Salesforce CRM application that Culligan uses.

North America is Culligan's main sales market. "It is sometimes forgotten that a lot of Spanish is spoken here," says Jurt. "The American Spanish-speaking market is large and we have many customers in South America. That is why bi-lingual agents are necessary and the team had to be able to speak to website visitors not only in English, but also in Spanish."

Clear communication

How many agents do we need? How can we best train them? And what is expected of us? Culligan had many questions during the selection process. Jurt: "Digital Customer Care Company immediately had a clear answer to all questions. In addition, they met all our requirements, from a dedicated team to chat in different languages and experienced agents.

That is why we chose Digital Customer Care Company." Within a couple of months the dedicated team was up and running. The three agents and their team manager answer visitor questions via chat on Culligan.com from 7am to 9pm on weekdays and 7am to 4pm on Saturdays. They do this mainly in English and sometimes in Spanish. If necessary, the team can also assist French-speaking visitors, for example from Quebec, in their own language.

From chat to appointment

Before visitors ask a question, they first fill out a pre-chat form with their contact details. These are entered into the API and the Salesforce CRM platform simultaneously. The live chat agent helps the visitor and passes the question and data on to the nearest dealer. Does a visitor have a service question, such as a complaint? Then the agent forwards the customer data to the customer care department.

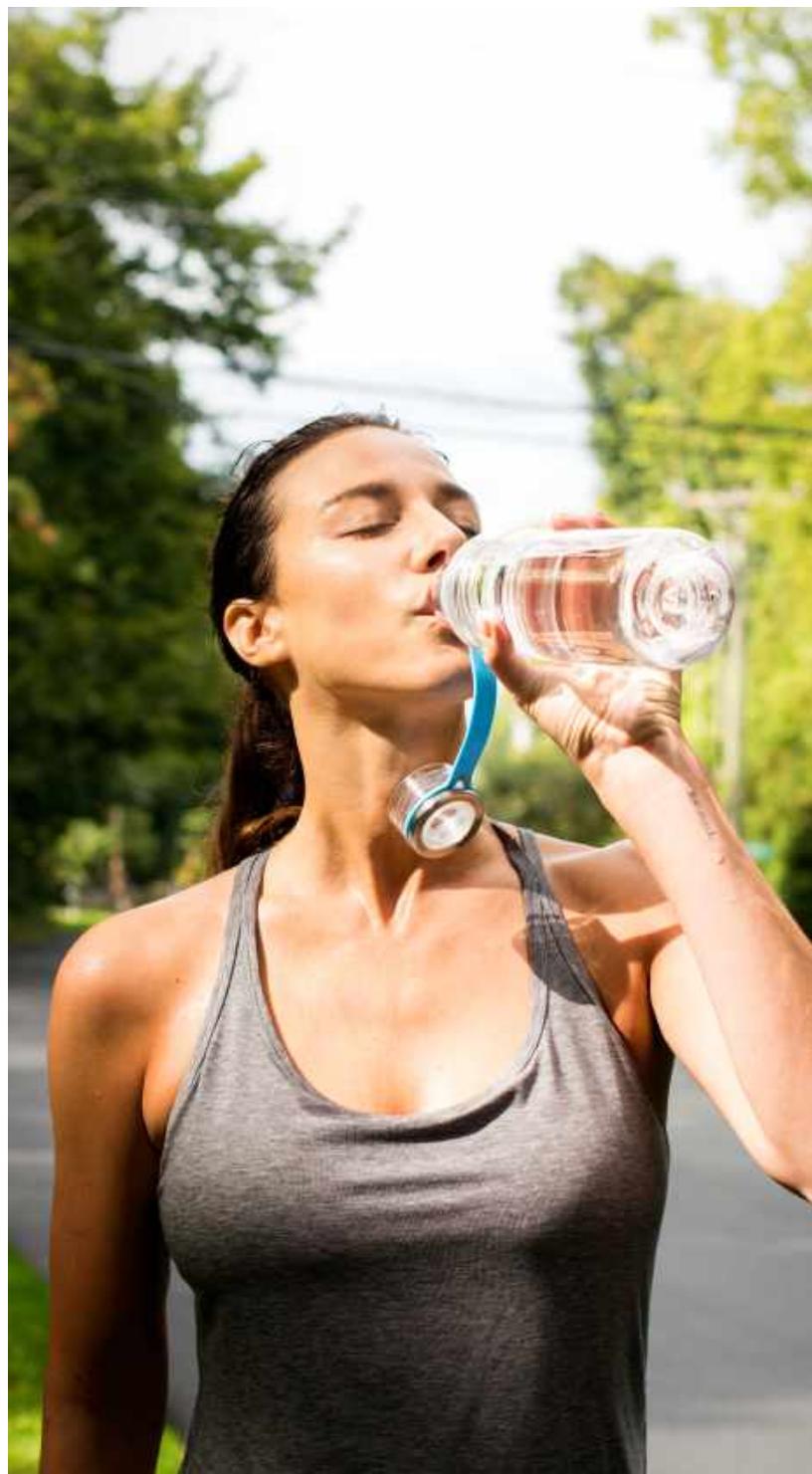
For example, Digital Customer Care Company ensures that Culligan can nurture the customer relationship, from the first website visit to an appointment. Live chat also gives Culligan more control over the customer relationship.

Jurt: "In the past, customer contact mainly went through dealers. Each of them helped customers in their own way. As a result, the service level differed between dealers. Live chat gives us the opportunity to provide consistent, quality service to consumers all over the world." Now that Culligan has taken care of everything related to live chat, it is ready for the next step. "Because we serve digital ads to multiple demographics over each year, website traffic will only increase further.

That means more chats and more leads," says Jurt. "We've seen a steady increase in the amount of leads submitted to our system compared to the period before live chat." Jurt assumes that site traffic will continue to rise: "At the moment we only respond when visitors ask a question by clicking the widget, but we also want

"We can nurture the entire customer relationship, from the first site visit to booking an appointment to a sale"

to approach them proactively with live chat. I expect the number of leads to increase consistently. And with dedicated live chat from Digital Customer Care, we can take this next step with confidence."





Digital Customer Care
Company

About Digital Customer Care Company

Digital Customer Care Company helps European and American customers to optimize all aspects of their online customer service.

The organization offers outsourced customer service and lead generation services through 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, French and Dutch from 7am to midnight, 7 days a week, and even 24x7 in English and Spanish.

Clients are large, international companies which have online a focus on the customer.

www.digitalcustomercare.eu

CUSTOMER CASE

*Culligan
Water™*

Challenge

Offer our website visitors the opportunity to ask their question directly on the website. Convert them to leads and connect them with their local dealer.

Solution

Live chat in English, Spanish and optionally in French by a dedicated team. On weekdays from 7am to 9pm and on Saturdays from 7am to 4pm.

Benefits

Streamlined conversion from live chat to leads, satisfied customers and a structured process to scale up online lead generation.