

LiveCallCentre

Case Study - Taxback.com



In just 7 years TAXBACK.COM has become one of the world's largest income tax processors processing tax refunds for over 100,000 customers annually worldwide.

With the website receiving over 10,000 unique visitors per week TAXBACK.COM were eager to increase its sales conversions by making it easier for customers to communicate with them.

'Offline TAXBACK.COM were very responsive to customers queries and the company wished to emulate this level of service online which meant allowing customers to reach us instantly' Terry Clune, Managing Director of TAXBACK.COM

TAXBACK.COM chose to deploy **LIVECALLCENTRE**, a real time customer service and support solution, enabling online customers to initiate live text interaction directly with members of TAXBACKs customer service/sales team.



The system took less than 10 minutes to integrate into our website pages and sits on our customer service teams computers. This meant very little extra investment was needed to make this extra channel available to our customers.

SALES CONVERSIONS

TAXBACK.COM now receive over 450 live text chats daily from customers, looking for instant answers to questions related to their service, claiming a conversion rate of 72% of chatters into actual customers.

'Not only are we driving sales by capturing those customers that would have otherwise left the website through known exit points, we are maintaining high levels of customer service to website visitors who would normally have fallen off the site or gone to a competitor.'

COST SAVINGS

Customer queries, that would normally take several emails to answer, can now be handled instantly in just one chat. This represents a great cost saving to our company and a speedier sales conversion.

Apply for a free 10 day trial today

By email: support@livecallcentre.com

By livechat: www.livecallcentre.com/chat

By Web: www.livecallcentre.com

By Phone: +353 1 679 3255