Major industrial supplier turns customer feedback into new business
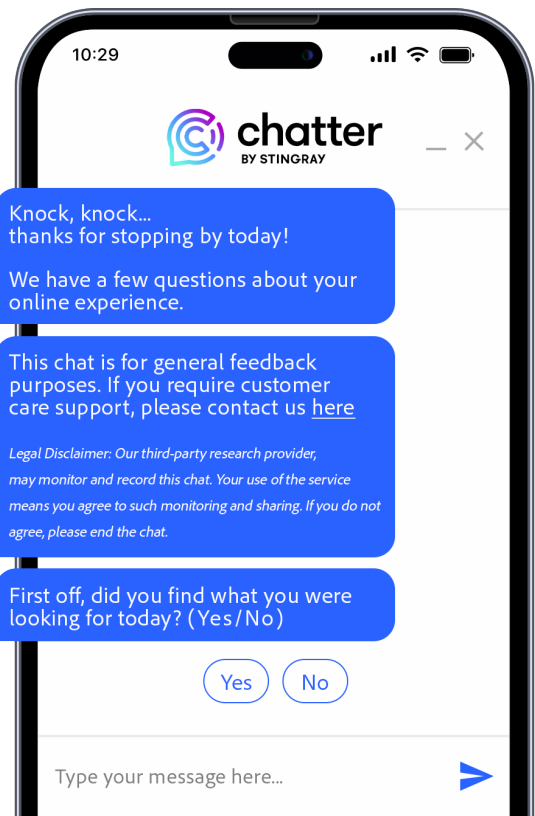
The company

This industrial door and frame company is a one-stop shop, offering everything from steel and wood models to commercial glass storefront entries. Their vast catalog of products is backed by a strong commitment to affordable prices and fast delivery.

The challenge

The brand initially partnered with Chatter to collect customer feedback about their online experience. However, they found shoppers were most frequently using the feedback form to ask questions about pricing, quotes, and product details. This presented a golden opportunity to start capturing leads.

At first, our team configured the Alert Manager tool to notify the brand's customer service team about potential clients who were looking for more information. But it became clear there was an even better, more direct way to connect curious online browsers to sales reps.

Knock, knock...
thanks for stopping by today!

We have a few questions about your online experience.

This chat is for general feedback purposes. If you require customer care support, please contact us here

Legal Disclaimer: Our third-party research provider, may monitor and record this chat. Your use of the service means you agree to such monitoring and sharing. If you do not agree, please end the chat.

First off, did you find what you were looking for today? (Yes/No)

Yes   No

Type your message here...

The solution

In January 2024, the brand launched a 7-month digital experience solution with Chatter, including an always-on chatbot and a quote abandonment interceptor.

The chatbot remained visible at all times on every page of the quote builder site, with the ability to connect customers to a "door expert" (i.e. salesperson) via two-way live chat. That way, any customer who needed help finishing their quote request or answers about a product could instantly get the help they needed.
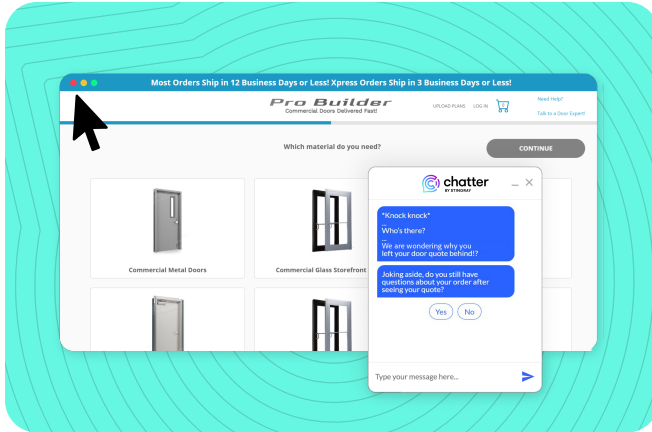
This feature has helped drive sales by leading shoppers down the funnel and to a real human as soon as possible. For anyone who interacts with the bot outside of business hours, the chatbot collects their name, phone, and email so as not to lose a single lead. Customer service can then follow up with them at the next most convenient time.

The quote (cart) abandonment interceptor was a pop-up chatbot that appeared when a user attempted to leave the webpage. The chatbot was programmed to detect the intent to close or navigate away, such as the mouse moving towards the top of the page. Chatter intercepted the user by inviting them to ask any questions they may have, then captured their personal information for a callback to help them complete the abandoned quote.

The results

Chatter was able to run the names and contact details collected by the chatbot against the brand's invoices to determine the value of the digital solution.

Chatter helped generate $5 million in leads via the quote builder, which yielded $1.8 million in sales (57% conversion rate). A total of 356 unique customers interacted with the Chatter popup, including 26% who placed repeat orders.

906 leads generated

513 conversions

$1.8M in sales

Which equals to a

57% conversion rate
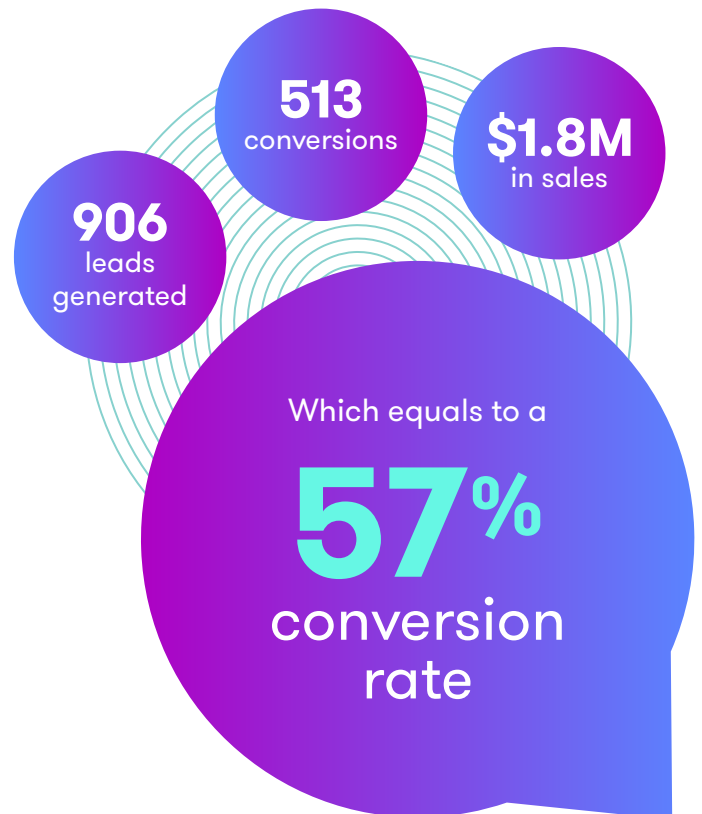
356

356 unique customers from Chatter leads

26%

26% of unique Chatter leads made multiple orders

chatter BY STINGRAY