



TIBCO

TIBCO transforms business with BoldChat.



INDUSTRY: Software

HEADQUARTERS: Palo Alto, CA

NUMBER OF EMPLOYEES: 4,200



“We saw the free trial to paying customer conversion rate improve. We also have seen that we improved our Net Promoter and NSAT scores.”

— ERIN MCHUGH SAIF, *Senior Product Manager*
TIBCO



EXECUTIVE SUMMARY

After evaluating multiple solutions, TIBCO, an infrastructure and business intelligence software company, chose to partner with BoldChat to build relationships earlier in the customer journey and boost sales.

CHALLENGE

With the immense amount of data flowing into any company today, more organizations are looking for solutions that translate raw information into actionable insights. To capture this growing market, TIBCO saw an opportunity to build relationships with prospective customers earlier in their journey by implementing live chat on their website. They also saw an opportunity to better serve their customers' changing needs by providing real-time digital support.

SOLUTION

TIBCO cites that they were looking for a live chat solution, but ended up with a partner in BoldChat who helped them get up-and-running quickly and define a set of standards to improve their business. By using BoldChat, TIBCO is able to know more about their customers, engage with them earlier on in the relationship, ask better questions about what they need up front, and track and act on customer information. BoldChat makes it easy for TIBCO to export chat data into their Spotfire product application to analyze and visualize the performance of their chat program, optimizing for improvement.

RESULTS

After implementing BoldChat, TIBCO has experienced significant benefits, including:

- Improved free trial-to-paying customer conversion rate
- Increased number and quality of new sales leads
- Improved Net Promoter and NSAT scores, citing that customers feel more satisfied because they've engaged with TIBCO in a way that feels comfortable to them
- Boosted resolution rates with one point of contact to streamline information and direct visitors to the right resources quickly