



Timberland

Timberland makes impressive strides with BoldChat.



INDUSTRY: Apparel and eCommerce

HEADQUARTERS: Stratham, NH

“

We didn't have live chat at all, so it was a whole new solution for Timberland. Our sister company, The North Face, has had great success with BoldChat, so we were already familiar with its benefits. We considered other live chat solutions, but there was just no comparison.”

—MIKE BLAINE, Senior Director of Customer Service, Timberland



CHALLENGE

Named after its iconic yellow boot, Timberland outfits customers with lifestyle and professional footwear, apparel and accessories. In 2015, they launched a new website, complete with live chat functionality, and brought their customer service back in house after years of outsourcing. Because they were introducing live chat for the first time, Timberland needed a solution that was easy to implement and quick to learn, and one that would accommodate the brand's growing popularity and reflect its heritage of quality.

SOLUTION

As part of VF Corporation, a global leader in lifestyle brands, Timberland had behind-the-scenes access to how BoldChat worked for its sister company, The North Face. By choosing the same solution, they were able to launch their new website with live chat set up the way they wanted it, with layered chat, multiple chat buttons and fully branded chat windows. They originally trained 24 customer service agents on BoldChat, then chose four to be on a special-ops chat team that fields chats, emails and texts. These highly trained agents are able to focus solely on text-based communication channels and can handle an average of three customers at a time, boosting resolution rates and productivity.

RESULTS

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

- Since staffing a dedicated chat team, their conversion rate has increased 47%, as reps are able to provide more detailed and customized support.
- Timberland's chat customer satisfaction (CSAT) score averages 90% – 18% higher than the industry average for Apparel companies, and 13% higher than the industry average for Internet Retailers.¹
- After implementing proactive chat, their total chat volume has increased 73%.
- Timberland's specialized chat team is able to handle 33% more inquiries than their phone reps.

¹Based on 2015 industry averages from the American Customer Satisfaction Index