



Web.com

Web.com takes control of their chat strategy with BoldChat



INDUSTRY: Online Services Provider

HEADQUARTERS: Jacksonville, Florida

NUMBER OF EMPLOYEES: 2,200+



Our strong results have really established chat as a formal sales channel, and BoldChat is making this possible. Our agents are confident in BoldChat, and it shows.”

—DORGAM HIDEIB, *Web.com*



CHALLENGE

Serving over 3 million small business customers, Web.com is the market leader in online services for small businesses. Part of Web.com’s successful customer experience and sales strategy is to proactively reach out to website visitors via chat. As the company’s chat activity grew, however, they felt increasingly limited by their long-time chat provider. Web.com wanted the freedom to make changes to their implementation quickly as they worked to optimize and grow their chat activity.

At the time, Web.com’s chat solution required HTML which often made changes and optimizations complicated and time-consuming. Their previous chat solution also didn’t offer the full range of reporting capabilities Web.com needed to deliver the visibility required to track detailed outcomes. Looking for a more powerful and flexible solution, Web.com turned to BoldChat.

SOLUTION

With BoldChat on board, Web.com was able to take their chat strategy to the next level. They added mobile chat and rapidly expanded their rule set across additional pages of their site, with a special focus on their high-value “Do it For Me” offerings—all without any complex coding.

Web.com has also put BoldChat’s robust reporting capabilities to work. By comparing available chat agent hours with chat acceptance rates and sales over time, they were able to identify which chat strategies were working best and optimize coverage by hour and day of the week. In another set of tests, Web.com looked at different chat invitation designs and messages and were quickly able to see which designs, page placements, and messages drove the most conversions.

RESULTS

Since making the move to BoldChat, Web.com has seen major gains, including:

- +55% year-over-year sales transaction growth
- >80% improvement in sales conversions
- 2x greater direct response chat-led conversions on the landing page for their TV ad campaign
- An increase in cross-sell/multiple product sales via chat