



Accelerating Sales for a Leading Online Hardware Retailer

A premier online hardware retailer in the USA, serving both B2B and B2C markets with products for home improvement projects.

CHALLENGE

The retailer needed to equip inbound sales agents with real-time information to help them close sales faster.

OUR APPROACH

1. Integrated journey tracking technology
2. Collected customer journey information
3. Built models to forecast the products customers are most likely interested in purchasing based on their digital journey

We analyzed this data and provided insights to sales agents immediately before they answered the call, enabling them to proactively engage customers and handle requests more efficiently

OUTCOME

In just over 1 year we accomplished:

- Reduce call handling time by 1 minute per call
- Improved customer experience by 22% pts.

CLIENT TESTIMONIAL



“We could not have achieved this level of operational efficiency this quickly if it wasn’t for the clear and thoughtful solution provided by the bespokeCX team.”

Director of Online Sales

Ready to Transform Your Customer Experience?
Discover how bespokeCX can help your business achieve similar success. Book a demo today!