



CASE STUDY: [ApplianceZone.com](https://www.ApplianceZone.com)

INDUSTRY: Retail
PRODUCT: BoldCCM Enterprise





Highlights

ApplianceZone.com is the fourth largest online appliance parts company in the country. With more than 15,000 customers a day, the company needed an online communications solution to meet rapidly increasing demand. Turning to BoldCCM Enterprise, ApplianceZone.com keeps its customers satisfied and its business growing.

Key Benefits

- Improved sales and support services for an average of 6,000 chats a week
- Streamlined management of 18,000 weekly emails
- Reduced response times by generating reports with scores for all chat operators

Industry

Retail

Product

BoldCCM Enterprise

Smaller budgets. Bigger opportunities.

For some companies, the tough economy offers a big opportunity. Consumers these days are trying to get more for their dollar, and they're more likely to go online to find the lowest price with the best service possible. Under these conditions, the online appliance parts company ApplianceZone.com is thriving.

The family-owned business helps thousands of customers every day, selling an increasing number of items. ApplianceZone.com is currently adding about 100 parts each day and will soon offer 1.5 million products worldwide. In just two years, it's grown to be the fourth largest online appliance parts company in the U.S., with sales expected to reach about \$10 million in 2009.

But growing from a basement to an international business so fast comes with some big challenges.

Keeping up with growth.

In 2006, Founder and CEO Jim Allen launched the ApplianceZone.com website as a birthday gift from his son. About a dozen people a day visited at first, but traffic grew fast. Within two years, the volume was overwhelming, and Allen decided to re-launch the website.

He needed a powerful online communications management system that could help his company better manage large inbound volumes and improve customer service. After a long search for the right solution, he decided on BoldCCM Enterprise.

"We used another chat product for about a year," Allen said. "It was nothing like BoldCCM. They had none of the features, like the ability to pull up a chat history. The BoldCCM suite has everything we wanted."

Nothing but positive.

Even with up to 15,000 visitors a day, ApplianceZone.com makes every website visit count. Its 10 BoldCCM operators offer the best sales and support possible on each of their 6,000 to 8,000 chats a week, while the sophisticated email management component of BoldCCM Enterprise enables the growing company to efficiently manage about 18,000 emails every week. And they're keeping customers satisfied.

“ I highly doubt we would be where we are today without BoldCCM’s live chat and email management features. I just can’t imagine doing the volume we do without these products.”

*- Jim Allen,
Founder and CEO, ApplianceZone.com*

As part of the BizRate shopping community, ApplianceZone.com is seeing positive comments specifically about the live chat feature in 70 percent of its surveys. That’s because their customers find it easy to use, and the chat operators can better understand their issues.

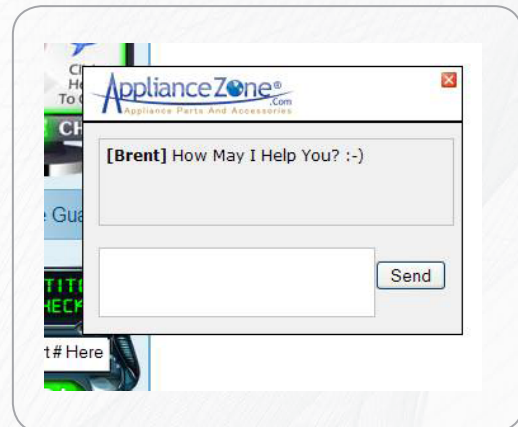
“Bold Software has already thought of every single thing that I could possibly need—it’s all in their products,” Allen said. “For instance, the chat history feature is incredible. Operators can pull up a chat history on someone and go back to all the chats we’ve ever had with them. It makes us so smart about every customer.”

Plus, ApplianceZone.com can run weekly reports to grade the response times and quality of service of its operators.

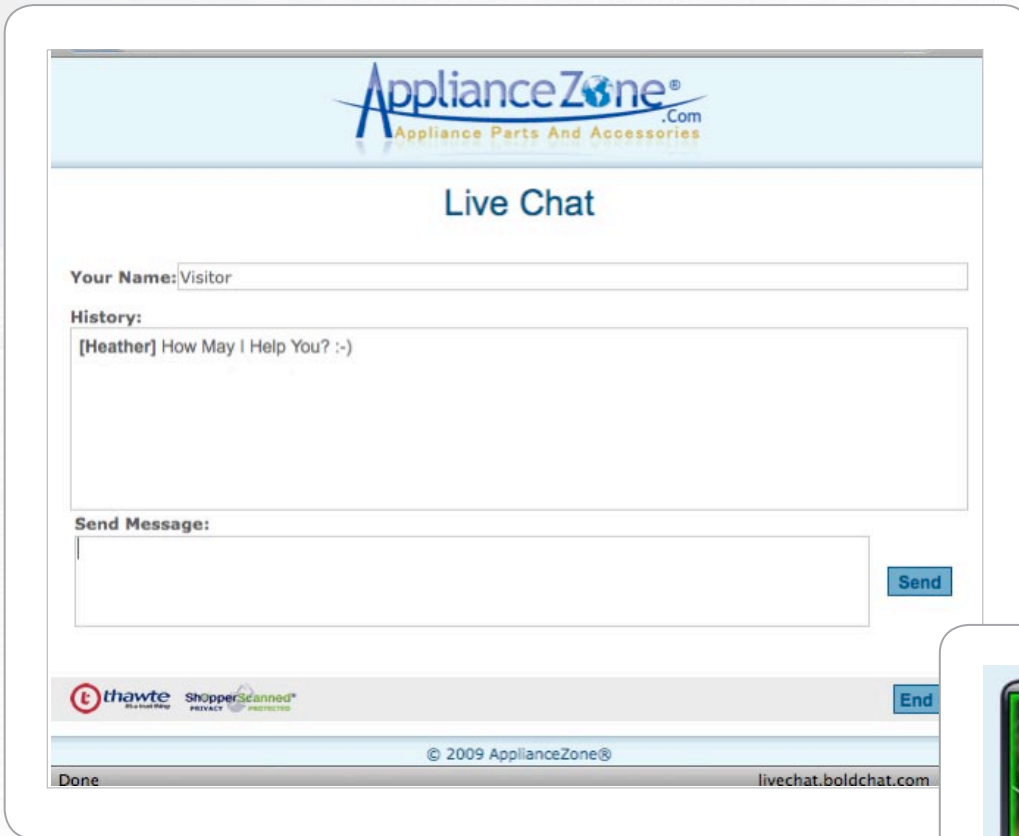
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ApplianceZone.com so heavily relies on internet based communications that in early 2009 they removed their phone number from the website and stopped taking calls altogether. Because chat is a more efficient way to help customers, the strategy saves money which the firm passes on in the form of lower prices.

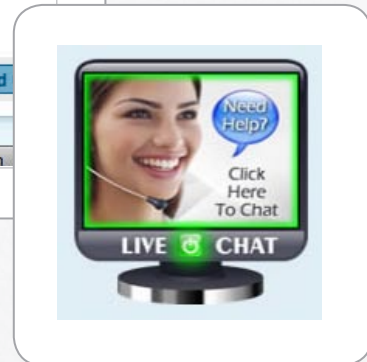
“It was kind of a risky move taking down the phone numbers,” Allen observed, “We still have people who want to talk to a person on the other end. We assure them it’s a real person talking to them on the other end through chat.”



ApplianceZone.com uses proactive invitations to boost chat volume.



ApplianceZone.com's customized chat button and window.



About Bold Software

Bold Software products are used by over 9,000 websites in over 70 countries - in Enterprise and Small/Medium businesses. Bold Software was the first to offer an uptime guarantee of 99.95%. Implement live chat or click-to-call in minutes, and begin connecting with customers immediately.

Other materials available from Bold Software:

- Salesforce Integration Module Datasheet
- Live Chat Buyer's Guide: 10 Questions to Ask Any Provider
- Live Chat Effectiveness Research
- Live Chat's New ROI: The Return on Invitations
- And more...

Come chat with us at www.boldccm.com and request any of these materials.

Contact us at (866)753-9933, info@boldsoft.com or visit www.boldccm.com.