



Winparts: Live Chat Increases Conversion Rate to 15%

Winparts

Great Quality Products at a Fair Price With Reliable Service

1986

Founded In

NL

In Winneweer

2005

Webshop Since

7

Active Countries

2500

Packages per Day

>640.000

Car Parts

110

Employees

35

Service Agents

Personal Customer Contact

[Winparts](#) was the first to sell car parts on a large scale online. This gave them a head start, which one can only maintain by actively and properly maintaining customer contact.

Customer service was at that time primarily accessible over the phone: Winparts saw this as the most personal form of contact. Customers asked for transparency, efficiency, and good reachability. In order to adapt, Winparts added live chat with the help of Mobile Service Cloud.



Phone



Email



Live Chat

“With chat you can communicate faster, and perhaps even more personal.”

- Marco Jacobs, Team Manager Customer Contact

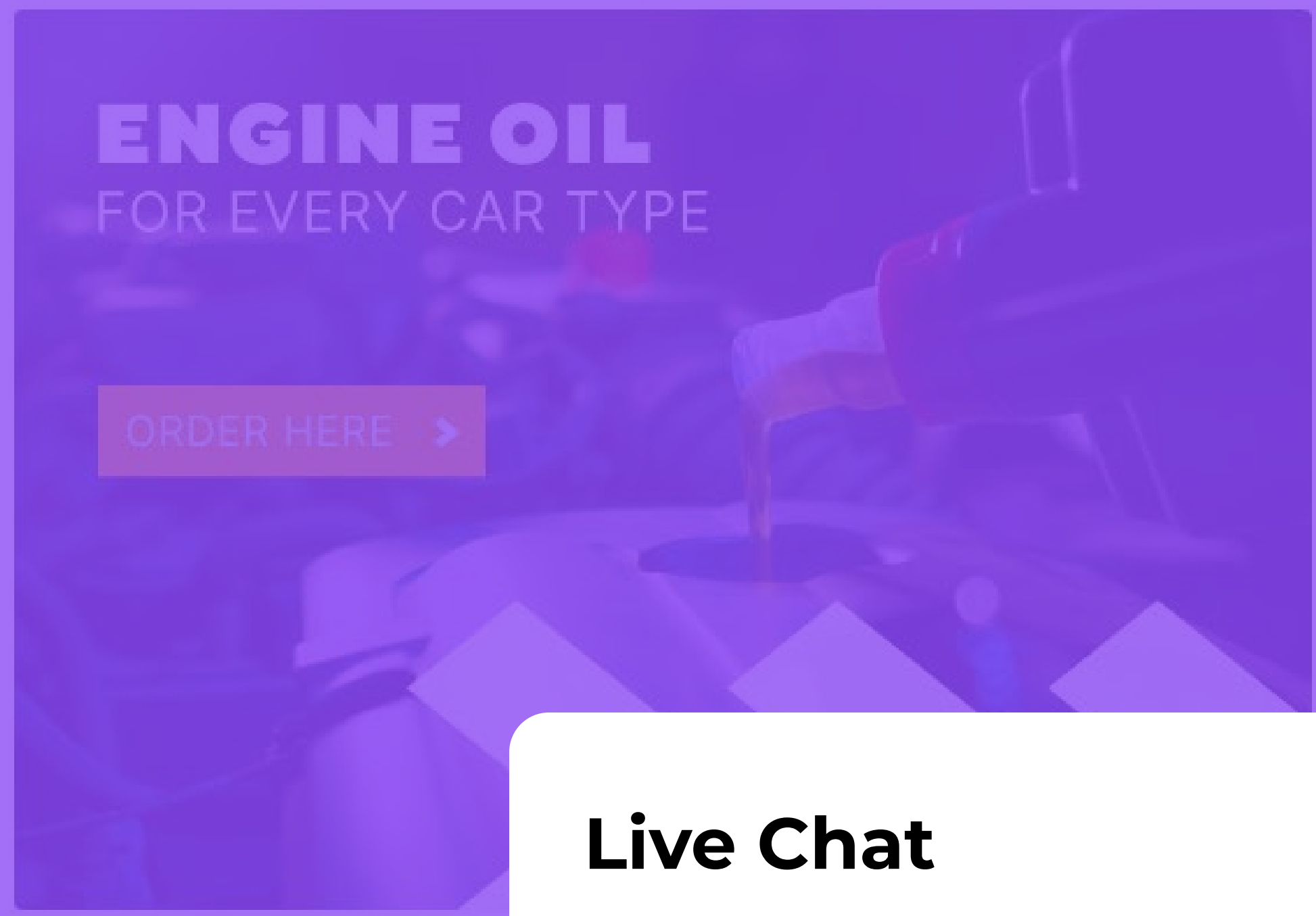


Keyword(s), item- or supplier numbers



- Choose a category
- Body panels & mouldings
- Lighting & lamps
- Brake system
- Exhaust system
- Drivetrain & suspension
- Cooling system & heating
- Engine parts & accessories
- Filters & fluids
- Luggage & transport
- Windscreens & accessories
- Interior & fabrics
- Sensors & electronics
- Cleaning & protection
- Body shop & tools
- Camper, motorbike, bicycle & boat

Car Parts Shocks Brake Discs & Pads Air filters Wind deflectors Tail lights



Fit guarantee, show parts suitable for your vehicle. Please manually select your vehicle or make a selection

Live Chat

Winparts sees customer service as the front desk of their business. An avatar was created of each customer service representative - it looks like the employee, but also provides some form of anonymity. It emphasizes the personal touch. Customers know they are talking to a real person.

We are live

Welcome to Winparts. What can we do for you?

Name

Email*

Your message

Press enter to send

86% 94%

by CM.com

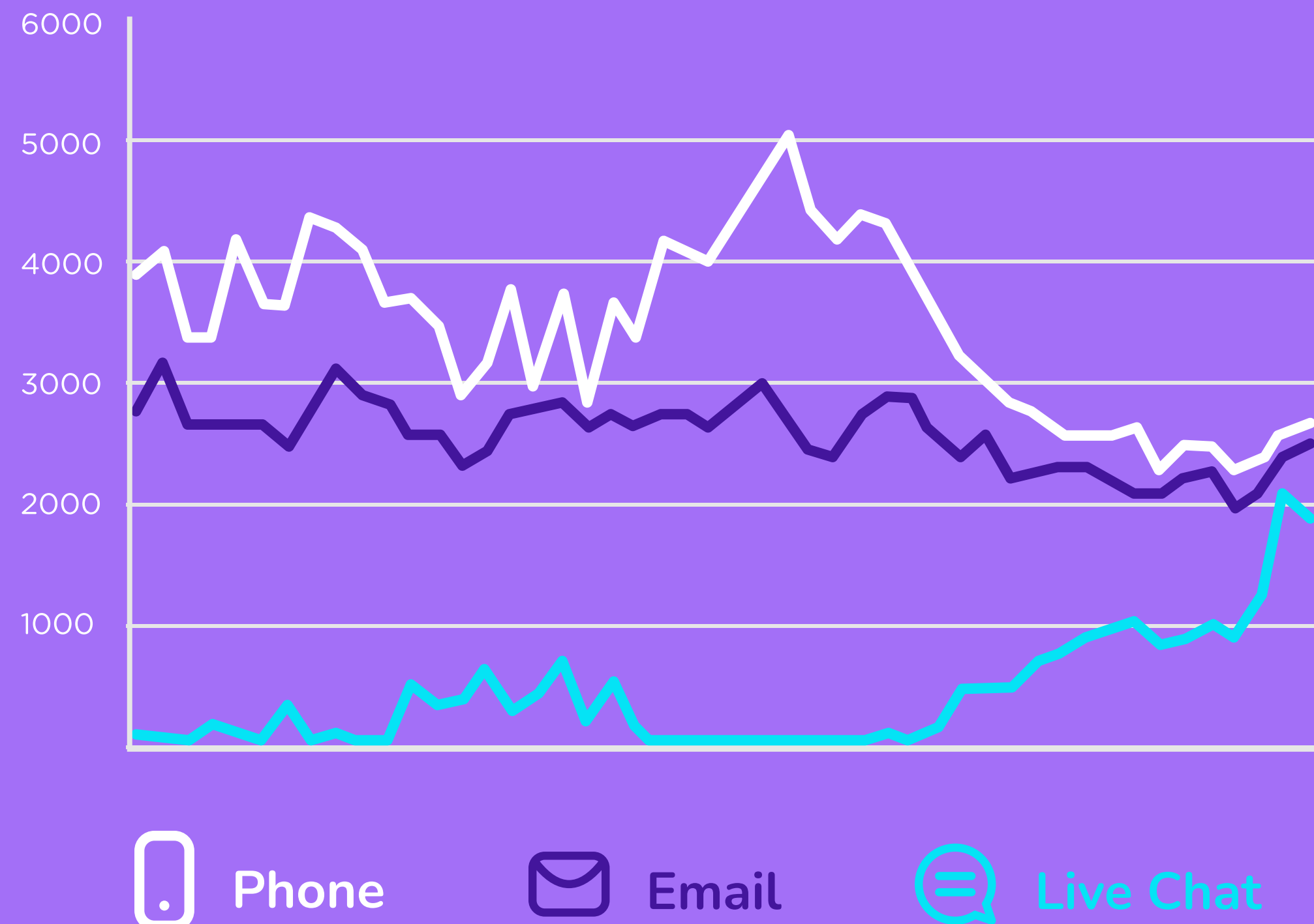


Increased Efficiency

The customer service team has been able to reduce telephone customer contact by 50% as a result of adding live chat.

“The whole process is running much more smoothly because of the combination of data and the use of Mobile Service Cloud. For ourselves, but most importantly for our customers.”

– Marco Jacobs, Team Manager Customer Contact





8.5

9.1

Customer Satisfaction From 8.5 to 9.1

“By implementing Mobile Service Cloud, we’ve been able to put our customers even more at the center of our business, and that is paying off in a great way.”

– Marco Jacobs, Team Manager Customer Contact



winparts.nl
auto onderdelen

Conversion of 15% Via Live Chat

Growth Conversion

In the past six months, Winparts has been able to speak to approximately 2,000 customers solely via chat. More importantly, the conversion rate has increased enormously thanks to the chat. The live chat conversion rate is now 15%.



Interested in Getting Started With Live Chat?

Discover the advantages of Mobile Service Cloud

[Read more](#)