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winparts

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*



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

ALL PARTS FOR YOUR  
BRAKE SYSTEM

Fit guarantee, show parts  
suitable for your vehicle.

Please manually select your vehicle

WE ARE LIVE



Paulien

Welcome to Winparts. What can we do for you?

Name

Email\*

Your message

Press enter to send

## 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.

89% 98%

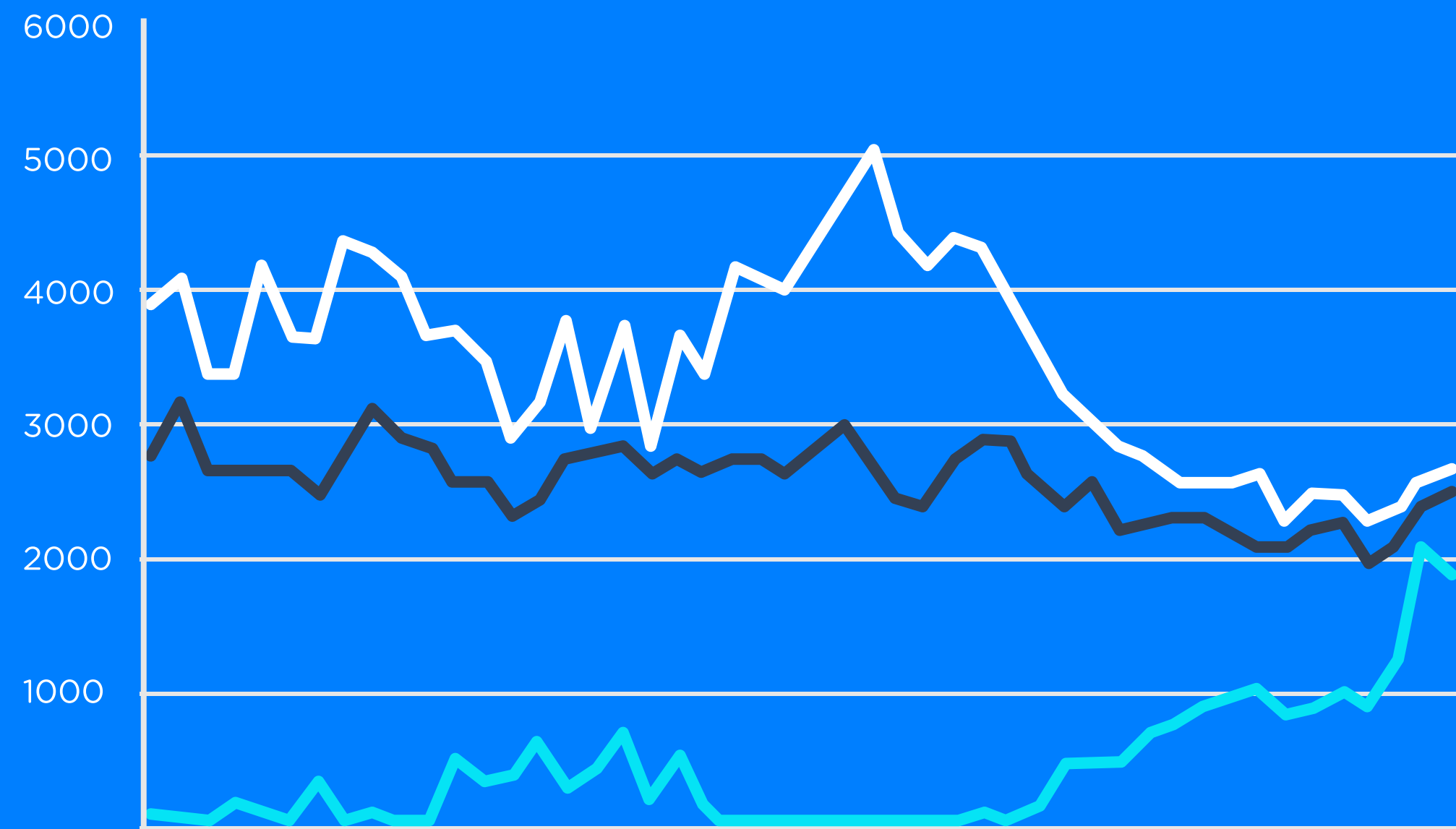


## Increased Efficiency.

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*



 Phone

 Email

 Live Chat





8.5

9.1

## Customer Satisfaction From 8.5 to 9.1

“By implementing Mobile Service Cloud, we’ve been able to put our customer 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](#)