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Enerpac tilts customer service to a higher level with LiveChat Pro



 **LiveChat Pro**

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The suspension bridge at the Southern-French Millau, the Vegas Wheel, and a Malaysian oil platform – each project using hydraulic tools from Enerpac. This global market leader in hydraulic tools wanted to convert as many of their approximately 150,000 website visitors as possible into customers. Multilingual live chat functionality from LiveChat Pro makes that possible: Enerpac has direct contact with its customers and leads are entered one-by-one into the e-mail marketing and CRM system.

Enerpac is the market leader in high-pressure hydraulic machinery. Products with which exceptionally heavy materials can be lifted, secured and positioned. Examples are hydraulic lift cylinders, skidding systems, trailers, lifting beams, and drill machines for applications in, for example, road and water engineering, industrial production, oil and gas extraction, mining, and shipbuilding. Enerpac is originally an American company, made big by its water pumps for T-Fords in the early 20th century. Over the past hundred years, the company has grown into a global supplier, with 28 locations and 1,400 distribution partners in 22 countries. The European head office is located in Ede, The Netherlands. From here Enerpac serves the EMEA market.

Why live chat?

Enerpac sells its products mainly through distributors, which is why the producer has less intensive contact with customers and information from end users is available to a

'Contact information that comes in through live chats is automatically entered into our CRM'

lesser extent, such as extensive databases with contact details, information about which products customers use, and purchase data such as date of purchase. With a database that is limited, potential Enerpac end customers are less easily accessible through communication

means and marketing actions. "Firstly, we wanted our new CRM and e-mail marketing system to feed sales with as much customer data as possible. We therefore decided we offer live chats on our website, as a new data source", says Mikel Minkman, CRM Specialist & Data Analyst. "Secondly, we wanted to offer our customers the best possible service, and ensure that they could set up the products optimally. Live chats are also very suitable for this."

Three requirements

Enerpac wanted to be available for website visitors through live chats in English, French and German. In addition, the lead data that came from the live chats had to be sent out directly and entered into Salesforce. Finally, Enerpac wanted to take on a partner that offered managed live chats.

LiveChat Pro met all three requirements: the chat service is available in different languages, can be completely taken care of by an external team, and LiveChat Pro can not only provide ready-made lead information, but also enter automatically in Salesforce.

Managed Live Chat

Enerpac opted for Managed Live Chat from LiveChat Pro: a service involving an external team of chat agents that can answer all the questions from website visitors. They do this 16 hours a day, 7 days a week. Live chats work via a pop-up window that appears on the screen. Here a chat employee offers website visitors help in

English, German or French. "The language choice is based on the IP address so every visitor is automatically addressed in their own language", explains Minkman. Enerpac started with a pilot, which was ultimately converted into a year contract.

Learning through practice

Website visitors have many different questions. Sometimes they're looking for a distributor, sometimes a technical CAD drawing. The chat agents answer all questions as well as possible. Sometimes they pass technical questions through to Enerpac, but this is happening less and less according to Minkman: "The chat agents learn by doing. Their knowledge about us and our products is increasingly growing, whereby less and less questions are forwarded". LiveChat Pro uses a knowledge base with FAQs and background information for this, which is continually being expanded.

Lead generation

Enerpac receives an average of 300 leads from LiveChat Pro per month. Complete with contact information, reason for website visit, and information about which products the customer has a question for. In addition, the follow-up of leads runs more streamlined than before. Minkman: "Our sales teams in different regions used to receive incomplete web forms. They had to enter these manually in the CRM system." LiveChat Pro now enters the lead data directly into Salesforce. That delivers time savings, which sales teams can definitely use, since the amount of leads from live chats are increasing.

Extra service

Enerpac offers customers extra service through these live chats. "We also get positive reactions on a regular basis, especially due to the fact that website visitors can be helped in their own language", says Minkman. "Even though the impact of live chats on customer service is not yet measurable, it is quite obvious that it is appreciated and has a positive effect on our image."

Enerpac's customer contacts previously went

mainly through distributors. Because of the small amount of information on end users, Enerpac was limited in contacting these clients with regards to marketing and communication. "This is now quite different", says Minkman. "The contact information

'Chat employees can help website visitors in English, German, or French'

that we get through live chats is automatically entered into our CRM system, which is why our customer database continues growing without us having to look after that." It's an ideal situation in the current data age, in which data is the new gold standard.





LiveChat Pro

About LiveChat Pro

LiveChat Pro is part of the Digital Customer Care Company. Within this organisation LiveChat Pro offers a managed chat service for high-traffic websites (3,000 monthly website visitors or more).

Under the parent company are three more digital customer service specialists:

Webcare Pro: customer service via social media.

Cheapchats: customer service via live chat for small sites.

Chatbot Pro: automated chat for the automotive industry.

www.livechatpro.co.uk

CUSTOMER CASE

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Challenge

Enerpac wanted to offer customers extra service in, for example, technical support, as well as generate customer data for its email marketing and CRM systems.

Solution

16x7 Managed Live Chat from LiveChat Pro, for answering customers' questions directly in English, French, and German.

Benefits

The ability to approach customers directly instead of through a distributor, a more customer-friendly image, and ready-made leads that are directly entered into Salesforce.