LIVEPERSON SUCCESS STORY

LivePerson's enhanced integration with NetSuite helps ClearStar.net increase productivity and improve client support agents resolve customer cases 60% faster via live chat

Overview

Atlanta-based ClearStar.net is a trusted provider of strategic services and technology infrastructure to the risk mitigation, employment and tenant screening industry. A pioneer of Web-based solutions for the industry since 1995, ClearStar.net and its proven Software as a Service (SaaS) business model supports the mission critical business processes of its clients. World class customer service is the foundation of the ClearStar.net experience.

The Challenge

Some of the largest HR firms in America are part of ClearStar.net's loyal client base. These companies depend on the information services provider to effectively meet the needs of the HR professionals they serve.

ClearStar.net fosters strong client relationships by providing personal, high-touch customer service and value-added tools for background screening organizations. In 2005, ClearStar.net teamed up with NetSuite to streamline support and incorporate data sharing for clients electing to use NetSuite's customer relationship management (CRM) system.

Although NetSuite's applications automated many internal processes for ClearStar.net's customer service department, agents recorded call notes by hand. On average, it took agents an additional three minutes after every call to manually type their notes into NetSuite, which detracted from the productivity improvements the company hoped to gain from the CRM system. The customer service department needed a complementary tool to streamline internal processes, while maintaining the immediate, high-touch contact clients demanded. ClearStar.net sought a solution that would increase agent efficiency, expedite case resolution, integrate seamlessly with NetSuite's CRM system and support a multi-tenant environment (multiple businesses, customers and websites).

LivePerson Solution

In January 2007, ClearStar.net selected LivePerson Pro to provide clients with immediate online assistance. The solution offers full integration with NetSuite, and LivePerson's skills-based routing features support ClearStar.net's multi-tenant architecture.

"Leveraging the seamless integration between LivePerson's online customer service software and NetSuite's CRM system has increased support staff efficiency by eliminating redundant data entry requirements and saving time previously wasted switching between applications," said Kevin Lenahan, Chief Technology Officer for ClearStar.net. "With 90 percent first contact resolution rates and 60 percent faster issue resolution than via email or phone, live chat is already the channel of choice for our clients to request and receive support."

ClearStar.net adopted LivePerson Pro to increase productivity and customer satisfaction by:

Delivering real-time online product support. Clients can chat live with customer service reps while visiting support webpages or using the ClearStar.net application. LivePerson Pro's page-push and canned answers features give reps the ability to deliver immediate and contextual hands-on assistance.

> **Contact Center Solution Requirements:**
>
> ○ Seamless integration with NetSuite CRM system
> ○ Increase agent efficiency management to replace Microsoft Outlook
> ○ Expedite case resolution
> ○ Support a multi-tenant environment

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Seamlessly integrating customer service functionality with NetSuite CRM. LivePerson Pro was easy to deploy, and ClearStar.net completed the entire integration process in less than one hour. By working within one consolidated environment, ClearStar.net customer service agents can simultaneously chat with customers and access NetSuite to:

- Instantly review and update customer data

- Create new cases

- Export chat transcripts to the history of existing contacts/ accounts

Increasing agent efficiency. The tight integration between LivePerson and NetSuite gives ClearStar.net agents access to both applications from one screen, eliminating time consuming toggling between the two applications, as well as redundant data entry.

Complete chat transcripts are automatically saved into NetSuite, making it unnecessary for agents to hand write notes, or re-type conversations. Routine questions can be answered quickly and accurately using canned answers in LivePerson's Operator Console, allowing agents to chat with up to five clients concurrently.

Tangible Results

ClearStar.net has leveraged LivePerson Pro to achieve significant improvements in client support and agent productivity.

Live chat helps clients provide better service to their end customers. ClearStar.net clients prefer the chat channel because it saves them time. Clients particularly appreciate supplying answers to end-customers "while they wait," which isn't possible with phone support. Chat has become the preferred channel among clients for product assistance, supplier issue resolution and order management. 60 percent faster case resolution. ClearStar.net reps complete cases via live chat 60 percent faster than by email or phone.

On average, cases handled through chat require two to three fewer touches for resolution, and 90 percent of live chat cases are resolved upon first contact and require no additional follow up. Since live chat was implemented, improvements in rep productivity have allowed ClearStar.net to leverage customer service resources for internal quality assurance and testing.
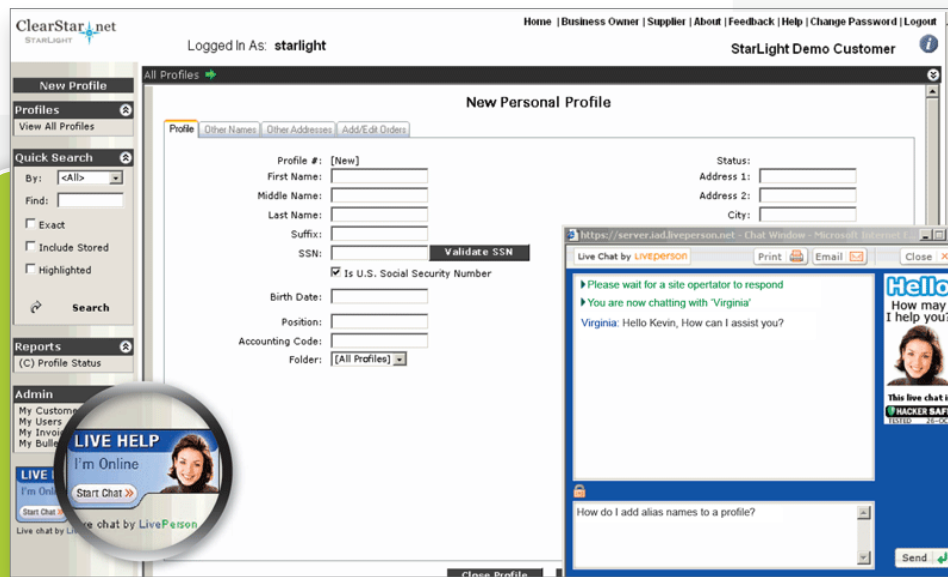
ClearStar.net clients supply answers to the HR professionals they serve instantly by chatting with ClearStar.net agents while on the phone with end-customers.

Based on its success with live chat to date, ClearStar.net is planning to include LivePerson Pro with product subscriptions as a value-add to clients in the near future. Delivering support via live chat to theClearStar.net community will improve the downstream customer experience.

About NetSuite

Founded in 1998, NetSuite, Inc. is the leading provider of on-demand, integrated business management software for small and midsize businesses. With thousands of customers globally using NetSuite's online products and professional services, companies are enabled to manage all key business operations — in a single hosted system, including: customer relationship management (CRM); order fulfillment; inventory; accounting and finance, product assembly; ecommerce; Web site management; and employee productivity.

About LivePerson

More than 7,000 small and mid-size business (SMB) customers use LivePerson's award-winning live chat and contact center solutions to improve customer service, increase online sales, and manage interactions across all channels: live chat, voice, email, and self-service knowledgebase.

Contacts

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Accessing NetSuite's application from LivePerson's Operator Console eliminates timeconsuming switching between screens and redundant data entry. Agents can update customer information in NetSuite while chatting and use productivity tools such as customer history,navigation, co-browse, operatoralerts, canned answers, etc.

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