Online Jewelry

INDUSTRY   Jewelry + Retail

LOCATION   California, Arizona, international

How a leading online jewelry retailer is dazzling customers online with automation.

Intro

This luxury jeweler builds on its promise to provide customers with 'maximum sparkle' using intelligent sales and customer service routing technology.

Challenge

The team was missing potential sales opportunities because site visitors were leaving before engaging with a sales agent.

Results to highlight

- The jeweler was able to better identify, separate, and route sales opportunities from service inquiries—and manage both with the appropriate next action.
- A more intelligent chat design created specifically for the company resulted in 70% growth in the number of sales interactions.
- New routing resulted in higher customer conversion and high-quality lead rates.

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Quiq

"Our relationship with Quiq goes well beyond the traditional customer/vendor dynamic. They are a true partner helping us to achieve our strategic goals while creating amazing customer experiences. We have been extremely impressed with Quiq's natural language capabilities and ability to think big, try new things, and deliver on those initiatives in a quick fashion."

Senior Vice President of Sales and Service.

Forward thinking from the start.

Since its founding in 1999, this luxury jewelry brand has placed a high value on an elite customer-first mentality—both in-store and online. The company revolutionized the industry with an online business model that made it possible to shop for high-quality diamonds at exceptional prices.

Not only is the company a leader in digital innovation among jewelry brands, but they are also well-known for their legendary pursuit of customer satisfaction.

And it's paid off.

The online jewelry retailer converts at 15X the rate of a website-only experience when visitors are deftly handed to the company's Diamond Experts. In fact, these non-commissioned jewelry experts are at the heart of the mission by specializing in diamond education, design, and customer satisfaction.

As e-commerce has evolved, so too has the company's focus on a seamless online shopping experience, which includes contact center tools that maximize personalized customer interactions. This has introduced new opportunities for conversion, but it also created business challenges the team needed to solve with the right technology.

Result

The online jewelry was able to better identify, separate, and route sales opportunities from service inquiries—and manage both with the appropriate next action.

First step: Identifying the challenge.

The jewelry retailer didn't get to a perfect chatbot solution overnight. Before the company got to unprecedented sales growth online, it struggled to find the right customer care solutions that fit its belief in superior customer experience above all else.

Given the critical nature of their high-stakes sales opportunities, the company wanted to put tech solutions into place that were both easy to use and highly intuitive. They decided to partner with Quiq over their previous vendor to customize their chatbot and live agent handoff experience for white glove service.

One of the first challenges they tackled was to find ways to reduce unnecessary transfers across agents. Their website's first chatbot experience provided little to no NLU (Natural Language Understanding). It had a limited ability to interpret customer needs, so they weren't being routed to the appropriate live agent.

As a result, customers were being transferred to agents across the company that did not necessarily correlate to their inquiries or service requests. Customers who were interested in making a purchase were being sent to care agents instead of the Diamond Expert (sales) queue.
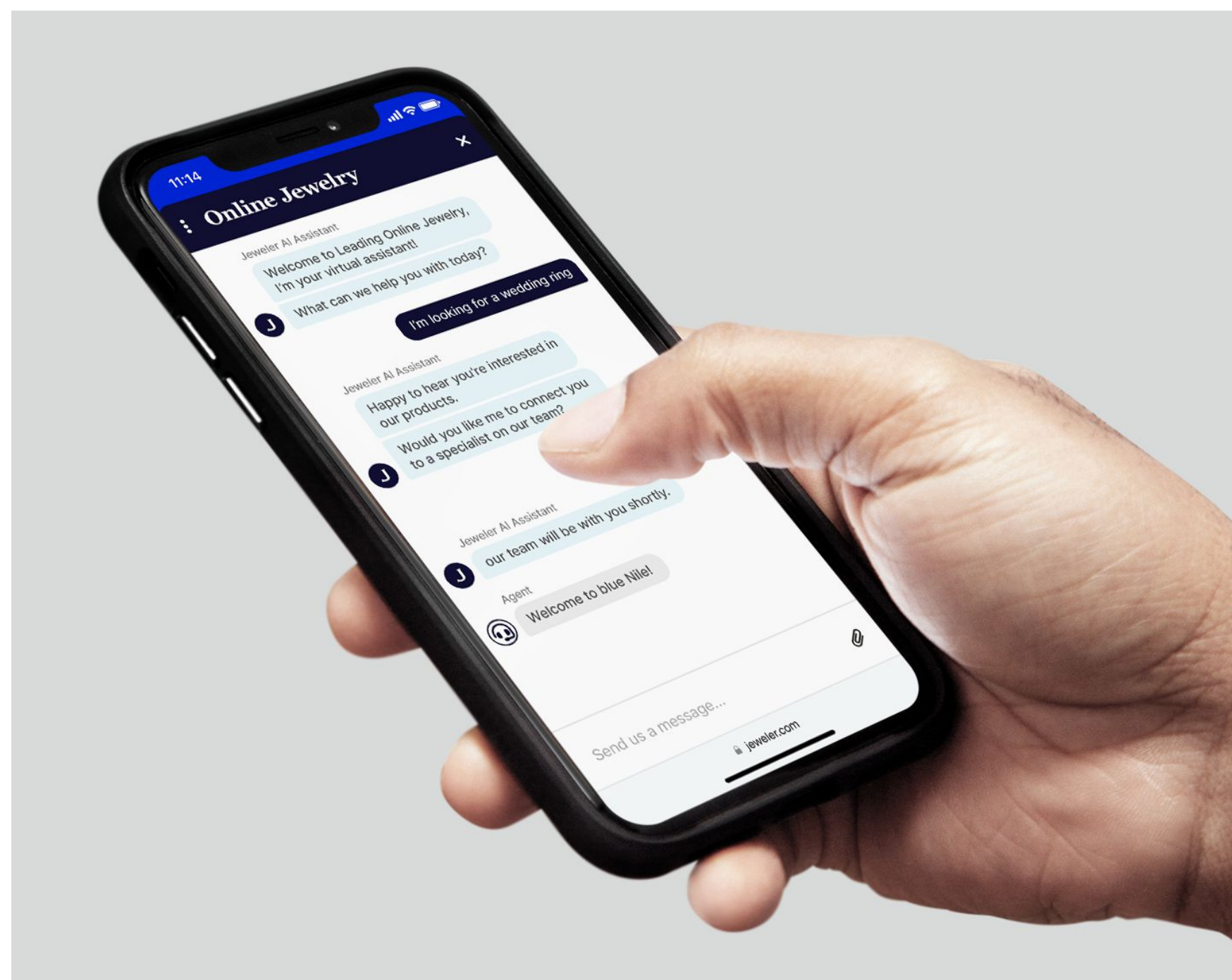
Result

A more intelligent chat design created specifically for the company resulted in 70% growth in the number of sales interactions.

Building a white glove digital experience.

The company decided to partner with Quiq over a previous vendor to enhance customer scenarios that aligned with their improved chatbot experience for customers and care agents.

They started by outlining an expansive list of customer scenarios and mapping out their desired journeys. Then, they used NLU training to create a system that intelligently routes customers to the correct queue.

From there, Quiq built a handoff integration with FreshChat to connect queued customers to Diamond Experts. And to fully build out their new customer routing approach, the online jeweler included FAQs that allow agents to escalate high-intent shoppers.

Result

New routing resulted in higher customer conversion and high-quality lead rates.

Sparkling results—and more on the way.

As an elite example of customer service, this leading online jewelry retailer has always delivered for its customers, and its intentional approach to constant improvement provides great benefits for customers and employees alike.

Their efforts to improve customer experiences via chatbots reflect these customer-centric values—and the results have been far-reaching.

With a more personal approach to online chat, the company is now able to automatically route customers to the right customer care experts, their Diamond Experts now have more time to capitalize on sales opportunities through auto-escalation, and the overall volume of customer care issues have been dramatically reduced.

Quiq enabled Blue Nile to achieve:

- **70% growth** in the number of sales interactions with a Diamond Expert

- **35%** increase in successful sales transactions

- **34%** YTD containment rate for service-related inquiries

- **75%** CSAT

- **Steady conversion rates** with consistent high-quality lead generation

To learn more, go to quiq.com

Interested in speaking with our team about an AI Assistant for your business?

Reach out to sales@quiq.com