



A SOLUTION TO CHAT ABOUT



Fast Facts

Organisation	DOTgroup International
Industry	Manufacturing
Challenge	Implement a Live Chat solutions on their existing website that is integrated in to their phone system
Solution	Flip Connect's 3CX Hosted Phone System
Result	Solution designed, implemented and fully managed.

The Problem

DOTgroup International has been working with Flip Connect for many years and had a great customer experience with our 3CX hosted phone system. During a recent review, we identified that Dotgroup International had a need to handle client enquiries more effectively and with the ultimate goal to have four things: happier customers, more chats, more conversions, and more leads.

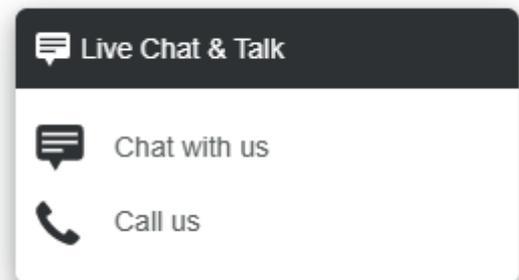
DOTgroup International also wanted an easier solution to stay connected with their global customers anytime, anywhere in the world.

Background

DOTgroup International are the UK's leading independent manufacturer and supplier of a wide range of electrical, instrumentation, mechanical and safety identification systems and solutions to blue chip clients around the world.

Since its formation in January 2001, DOTgroup International has continually reinvested profit into a programme of improvement and growth, and is now established as one of the major labelling and identification solution providers in the world today in the following industries:

- Oil & Gas
- Power
- Ship Building
- Petrochemical
- Renewable Energy
- Building Services



The Solution

3CX's 'Live Chat' is a fully integrated feature that is available with DOTgroup International's existing 3CX phone system and allows website visitors to chat with agents in real-time and avoids administering and learning a separate live chat system.

DOTgroup International now has access to group conversations, team channels and one-on-one chats sending messages instantly and securely.

Visitors can select which department they want to contact before initiating the chat and customer



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queries with history can be shared with other team members to resolve issues faster.

From Live Chat to Live Call

Website visitors can chat with agents in real time, and chats can be switched to a live call or video call in a single click—with no dialling of phone numbers. This is ideal for their website visitors who want to get right in and talk with an agent as some customer problems or queries are best resolved via voice.

Agent assigning & transferring

Chat messages can be delivered to a group of agents who can opt to 'take' a chat to deal with it. If the visitor needs more experienced assistance, the chat can be transferred to a different agent whilst retaining the previous chat transcript.

Free Customer Calls

Using 3CX's revolutionary 'WebRTC' communication technology, it allows customers of DOTgroup to initiate a call using nothing but a basic web browser.

This increases the efficiency of communications between a business and its customers because customers no longer have to pull out their mobile phone to get in contact with a member of staff, they can do it straight through their computer – free of charge.

"The great thing about 3CX Live Chat is that it connects all customers in a fast, efficient and simple way."

Mark Warne
Managing Director,
DOTgroup International

Out of Hours

The revamped offline chat gets all the required information in a friendly, conversational style. Visitors are asked to provide name, email and information about their request through a 3-step approach. When agents are available, they then have all the info at hand to follow up during work hours.



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Mark Warne
Managing Director,
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