



TSI DOUBLES CHAT LEADS WITH INSTABOT

/ CHALLENGE

To increase leads that drive significant growth in a competitive sector.

/ SOLUTION + OBJECTIVE

TSI uses Instabot to simplify, and enhance the order experience, as well as automatically qualify leads.

/ BENEFITS

Implementation of Instabot resulted in twice as many chat leads and a reduction in technology costs.

Using Innovation to Drive Growth

TSI (TSI) is an Inc. 5000 Hall of Fame consumer logistics company that manages small moves and shipments across the globe. In the staid industry of shipping, TSI is a pioneer leveraging innovation to drive immense growth, all while making shipping seamless and easy. The TSI brand is known for their high-quality experience, customized solutions, and ease-of-use.

The Challenge

TSI offers customers a variety of ways to connect, with live chat being a key channel. Because of a redirection of resources, that experience was going to be largely removed from the site. Based on testing and customer feedback, complete removal of an interactive, conversational option would have a negative impact on revenue. Additionally, during the limited hours resources were available for live chats, it was increasingly important to disqualify certain leads that were not a fit for TSI to increase efficiency.

Comparing to Live-Chat Solutions

TSI used Intercom as their live-chat solution, but as chat volume grew, so did the price tag. While Intercom also offers a bot product, the additional fees for using it, on top of the hefty monthly fees TSI was already paying made it an untenable solution, and the TSI team began looking for alternatives.

“*Instabot was able to generate twice as many automated leads as our previous chat platform. Instabot’s ability to customize responses to specific questions and create robust and easy-to-use forms for collecting customer information makes it a more inviting and simplified experience for the user.*”

We were using Intercom, but as our chat volume grew, so did the price tag.

Requirements in the Search

The TSI Team searched for a solution that would provide a simple user experience leveraging automation to maintain the same or better quality as their current solution. Their list of priorities also included: customization, cost, easy-to-use, integration with their CRM.

Why Instabot

When we asked why, the team said that Instabot met all of their requirements and that, “Instabot provided a unique alternative to our previous chat platform, with tons of customization options and a responsive customer service team to help get us up and running.”

Results

The TSI Bot is designed to answer a majority of common questions typically asked by a prospective customer, but more importantly, the TSI bot also threads qualifying questions throughout the bot conversation so that unqualified prospects cannot continue through the funnel.

Since Instabot is able to run 24/7, TSI was able to capture leads that it had previously missed when the live chat team was not available. This doubled leads captured.

Moreover, leads are automatically qualified so that the most important leads are addressed first.

When we asked the TSI Team how they would describe the experience with Instabot, they said, “If you don't have the resources to dedicate to a full-time live chat representative, Instabot is a fantastic alternative.

Instabot is a perfect platform for qualifying leads and collecting user data. Along with lead generation, Instabot can act as a customer service representative, educating potential customers about your business and answering users’ most frequent questions. I would highly recommend giving Instabot a try, and with a two week trial period, you'll have more than enough time to learn all about the platform for yourself.”