

Self-service Solution Triples Conversion Rates For Build.com

300% Conversion
Uplift

40% Increased Engagement of
More Customer Questions

70% Reduction In The
Number Of Questions
Answered By Agent

The Challenge:

Build.com is the fastest growing online home improvement retailer. As their business grew to offer over 700,000 products online to more than 5 million monthly visitors, the investment and efforts to provide excellent customer service became imperative. Build.com was looking for a solution that could efficiently deal with incoming inquiries and provide accurate and immediate answers to their customers. A simple solution that could be implemented quickly and used by a team of over 150 agents.

Build.com needed to increase efficiency in the following areas:

- Handling over 130,000 monthly inquiries and calls.
- Long response times which were an average of 9 hours.
- Managing the ever growing product FAQ.

The Solution:

Build.com assessed several solutions and chose Nanorep based on our ability to automate product FAQ cycle, provide immediate answers, shorten response time, ease of use and quick ROI



Magento Integration

Allows customers to click 'Add to Cart' directly from the Nanorep widget when on the product page. Therefore increasing online sales.



Contextual Answers

Implemented on every product page, allowing customers to easily ask questions and receive immediate answers without leaving the product page or abandoning the shopping process altogether.



Dynamic FAQ

Efficiently manage a continuously growing product KnowledgeBase

"Nanorep improved our customer service with immediate answers to tens of thousands of monthly inquiries and tripled our conversion rate. So it is no surprise our reps are absolutely in love with it."

Dave Isherwood, Director of Sales, Build.com

ABOUT BUILD.COM

Build.com is the third-largest online home improvement retailer with 7 specialized websites in categories such as plumbing, lighting, door hardware, heating, venting and more. The company is focused on setting new standards in customer service with nearly 400 employees who are dedicated to helping customers with all their home improvement projects.