

eDiets Offers Improved Convenience and Service by Switching to InstantService Chat and Email

SITUATION

eDiets offers personalized fitness, nutrition and fresh prepared diet meal delivery services to thousands of clients on a 24/7 basis. Providing the highest level of convenience and personalized service to these clients are the cornerstones of the company's value proposition. So when the online diet firm began encountering technology and support problems with its existing technology vendor, the company took quick action to upgrade both its chat and email capabilities.

CHALLENGE

eDiets sought solutions that would enable fast, easy and uninterrupted communications between its clients and expert staff. It also wanted the new tools to help them service clients more effectively while they were online, preventing costly, follow-on calls. With its constantly growing client base and an already significant inbound phone volume, the company knew it couldn't continue to scale its voice support to meet the growing demands and client expectations.

SOLUTION

InstantService's high-reliability, rich feature set, and customer service track record met with immediate appeal at eDiets. In short order (the InstantService implementation and training took less than one week) the Seattle-based ASP was delivering on the promise.

"It's a very welcome change," said Scott Kessman, IT Operations Manager. "Previously we waited days for our vendor to make small changes and then were charged a premium. It was clear that InstantService's self-administration tools and transaction-based pricing would give us the control we needed without being 'nickel and dimed' to use it."

RESULTS

Within just a few months of switching to InstantService's solution, eDiets was seeing a significant positive impact:

- **Flexibility and control:** With the self-administration and monitoring tools, eDiets easily adjusts staffing to support peak transaction times.
- **Reduced phone calls:** With chat and email support, the firm has reduced its reliance on phone support and can better align the right tool with the right task.
- **Improved productivity:** The combined desktop dashboard with both email and chat enables agents to multitask on customer requests.
- **Improved customer satisfaction:** eDiets clients depend on the guidance of its accredited nutritionists. Offering the high-touch human interaction gives the experts a new channel for relationship-building and sharing content, such as links to online articles and research.



FACTS AT A GLANCE

- Global online diet firm offers quality service via its website, chat, email and phone
- Leverages chat to:
 - Support multiple business divisions: diet meal delivery, corporate services, online subscriptions
- By switching to InstantService, eDiets gained:
 - more reliable performance
 - improved QA control
 - reduced "hold" time
 - increased productivity
 - a new channel for experts



"With InstantService we saw the right kind of commitment to service and technology capabilities that eDiets members, as well as our staff, deserve."

Scott Kessman
IT Operations Manager
eDiets

CUSTOMER CASE STUDY

InstantService, Inc. is a leading provider of customer communication technologies for online businesses and contact centers. InstantService offers an integrated suite of live chat, email management, knowledge base, Web site analytics and lead capture solutions to increase sales and enhance customer service.

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