

# The North Face

**BOLDCHAT** by LogMeIn

## Serving customers and enhancing the website experience.

### Challenge

An outdoor product company specializing in clothing and equipment, The North Face has been creating innovative designs that push new technologies and inspire cutting-edge products for more than 40 years. To remain a customer service leader and enhance its web offerings, The North Face needed a top-quality online communication tool.

- The solution needed to offer flexible pricing to accommodate seasonal staffing fluctuations.
- The North Face wanted to manage the tool in-house.
- The online communication solution had to be simple to implement and easy to use.

### Solution

After rigorously testing several live chat providers, The North Face selected BoldChat for its online communication needs. BoldChat met all of The North Face's needs, providing flexible licensing, in-house administration and intuitive functionality. LogMeIn's responsive customer service helped The North Face accommodate new requirements and development needs as they arose. By improving staff communication capabilities, The North Face could focus its agent training efforts on knowledge of the company's products, leading to more informative, in-depth support.

### Results

By deploying BoldChat, The North Face experienced significant benefits.

- Chat volume increased from 4,000 chats per month in the summer to 17,000 per month during the holiday season.
- The average chat session is 40 percent longer than the average phone call, as agents help potential consumers during the fact-finding precursor to a purchase.
- Support responses became more detailed, customized and concise.
- Plans to roll out proactive chat were expected to increase chat volume by at least 15 percent.



- **Industry:** Apparel & eCommerce
- **Headquarters:** Alameda, CA
- **Number of employees:** 5,000

***“BoldChat is enabling us to provide more detailed information consumers need in a very concise and customized manner.”***

***– Mike Blaine,  
Director of Customer Service,  
The North Face***