SUCCESS STORY

A NEW LEASE ON THE CUSTOMER EXPERIENCE

This e-commerce powerhouse helps gamers get the graphics cards of their dreams faster with a voice assistant.

CHALLENGES

- Improve the website customer experience
- Raise customer awareness of the benefits of the Infinite Upgrades® program
- Reduce abandonment rates
- Improve site search abilities
- An Innovative solution for demanding PC gamer customers

SOLUTION

- Speak2web's Voice Assistant Dialog & Navigation plugin for WordPress websites
- Speak2web's industry leading rapid response customer service team.

RESULTS

- Voice Assistant deployed to the website in less than ten minutes
- Speak2web customer experience team helped optimize performance of plugin
- Improved website KPI's
- Enhanced customer satisfaction and education

CUSTOMER QUOTE

"Setting up the assistant on my site was easy and intuitive. Anytime I had a support request I always felt like a valued customer and my needs were addressed rapidly. What I love the most is that the plugin is frequently updated with new features and advancements that consistently improve the user experience. "

JAMES WALSH, CEO

CUTTING EDGE GAMER LLC—AUSTIN, TX USA

An e-commerce retailer catering to enthusiast PC Gamers with a broad selection of graphics cards available on it's exclusive and innovative Infinite Upgrades® leasing program. The company also offers other PC components designed for gamers along with branded merchandise.

https://cuttingedgegamer.com

https://twitter.com/CEGamer

https://www.linkedin.com/company/cuttingedgegamer-llc

THE CHALLENGE

Cutting Edge Gamer wanted to deliver an improved and optimized customer experience to their website visitors. Knowing that his target market, PC gamers, typically already have headsets and microphones the adoption of a voice assistant was a quick and easy decision for James Walsh, CEO. Giving his customers a fast and easy way to learn more about his company and search his product inventory was a surefire bet towards helping him increase conversion rates and lower abandonment rates.

THE SOLUTION

Cutting Edge Gamer chose the Voice Assistant Dialog & Navigation solution, a plugin for WordPress websites. This plugin offered James the ability to deploy an accurate, effective, and functional voice assistant to his website in less than ten minutes with minimal configuration needed on the out of the box experience.

The voice assistant is used by customers to learn about his company, access vital services, and search the website for products.

THE BENEFITS

Customers of Cutting Edge Gamer use the voice assistant daily to get to what they intend to buy faster. These customers are able to search and compare more products in less time, learn about their purchase and upgrade options, and get to checkout more efficiently than before.

James has realized a faster time to conversion, improved abandonment rates, and higher customer satisfaction with the voice assistant plugin installed on his website. He is also thoroughly impressed with speak2web's customer service team who has helped him to optimize performance of the plugin and add features that made it more functional for his business.

ABOUT SPEAK2WEB

speak2web is the world's leading conversational voice solutions supplier to organizations on the web and app market-places. Throughout our rich history we have developed and deployed voice assistant solutions that work across all content management systems, operating systems, and browsers helping businesses of all sizes to help their customers and users get to results faster. Organizations leverage speak2web's proprietary Simon AI solution to optimize the customer journey and business logic processes that convert more visitors into happy– repeat customers.