

Client Success

Godiva Increases Sales and Average Order Value Through Customer Service Interactions



Situation

Godiva Chocolatier, the global leader in premium chocolates, was looking for a way to increase sales conversion and average order value (AOV) in the contact center. The Chocolatier turned to eBay Enterprise to provide a process and training on how to turn each customer call into a sales opportunity so that agents could successfully upsell customers.

Solution

eBay Enterprise put a pilot training program in place, starting with twenty agents, utilizing the LAMA© sales technique. LAMA© – Listen, Acknowledge, Make a Statement, Ask a Question – is a way to manage and guide conversations, along with soft skills sales training that eBay Enterprise partnered with McKee Consulting to implement with agents. Along with the twenty agents, eBay Enterprise Supervisors completed the training, as well as a “Positive Coach Approach” training in order to properly support the new agent skills during one-to-one coaching sessions that eBay Enterprise conducts.

Based on the successful launch of the program and the results achieved by the twenty pilot agents, eBay Enterprise rolled the training out to new-hire agents. Now, all new agents for Godiva are trained to successfully upsell and increase conversions through formal LAMA© sales training that is now part of eBay Enterprise’s Learning Management System

Results

As a result of eBay Enterprise’s new agent and supervisor training, Godiva’s conversion rate has increased 19%, surpassing the Chocolatier’s goal; and average order value has increased 5% year over year during the holiday season. In addition to this growth, agent morale was boosted as they became equipped with the skills and tools to offer upsell suggestions tailored to the consumer’s needs.