



Comm100 Live Chat Increases Orders by 500% for Ozarks Sentinel through Improved Customer Service

Ozarks Sentinel is a fast growing weekly newspaper company in USA. It provides visitors and subscribers with up-to-date area news in southwestern Missouri and northwestern Arkansas, covering all walks of life from politics to art.

Ozarks Sentinel knows the importance of customer service to their business success and builds its reputation on quality customer service.

The Challenge

As business grew fast, Ozarks Sentinel website was getting in excess of 1 million hits per month. Customer service became increasingly demanding, which resulted in a challenge to convert visitors to customers to increase orders. While email was sufficient for most customer queries, Ozarks Sentinel found it was necessary to provide more timely and accurate support to their customers.

Therefore, Ozarks Sentinel tried a paid live support service, but it was far from satisfactory. "We were not happy with the way the paid service worked. There was no 'invite' feature and there were a lot of popup ads - not good for customer service," explained Dave Warren, CEO of the Ozarks Sentinel Publishing, LLC.



Headquarters

Kimberling City, Missouri
<http://www.ozarksentinel.com>

Industry

News Media

Comm100 Customer

Since 2010

Need

Live Chat software

The Solution

Comm100 Live Chat



🌐 The Solution

Unsatisfied with the paid service they were using, Ozarks Sentinel started searching on the Internet for an alternation. After they have reviewed four different live support solutions without much affection, Comm100 Live Chat finally came to them and won hands down with its high availability and rich feature set. "We really liked the features of Comm100 Live Chat, such as the ability to see where our visitors were coming from, the 'chat invitation' feature, the clean user interface with no ads popping up, etc," said Dave.

According to Ozarks Sentinel, top three criteria for a good live chat application are reliability, ease of use, performance. "Comm100 Live Chat excelled at all of these. The setup was easy, the documentation uncomplicated and the use of the program couldn't be easier. It's an extremely versatile program that makes my job much easier and allows our readers to interact with us in a very personal way," added Dave.

🌐 The Benefits

With Comm100 Live Chat, Ozarks Sentinel can now chat with customers and prospects in real time to address their needs instantly. Moreover, they can also identify potential customers and engage them by proactive chat invitation. In this way, Ozarks Sentinel has substantially improved their customer service level, which in turn leads a marked increase in their paid subscriptions.

"We have increased our orders greatly because of the live chat software," said Dave, "In the first two weeks since we implemented Comm100 Live Chat, our orders for subscriptions got a 500% rise. It's big news!"

Ozarks Sentinel staffs are very happy with the way Comm100 Live Chat works and the benefits it has brought to them. "It is a pleasure to use and implement Comm100 Live Chat. We would recommend this solution to any company looking to add live support to their websites," concluded Dave.

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*Dave Warren,
CEO of Ozarks Sentinel*

● About Comm100

Comm100 provides open source and free hosted customer service and communication software for small and medium businesses. Comm100 focuses on developing and managing fully integrated customer support solutions to enable businesses to communicate with their customers more effectively through multiple communication channels, including live chat, forum, newsletter, knowledge base, email case management and ticketing system.

