

Traditional values meet an untraditional customer experience

Why Dixon chose live chat to increase user engagement and close the customer experience loop.



The Right Connection®

Dixon knew it needed to up its customer support game if it wanted to achieve its objective of being the easiest company to do business with every day. If live chat can make a positive impact on an industrial manufacturer like Dixon, imagine what it can do for your organization's customer engagement and support strategy.



The Right Connection®

Customer Profile

Dixon

Headquarters

Maryland, USA

Website

www.dixonvalve.com

Industry

Industrial Manufacturing

Comm100 Customer

Since 2016

Need

Improve customer service experience for B2B and B2C global audience

Solution

Comm100 Live Chat

Highlights

Founded in 1916

50 conversations on live chat per day


Locations on 5 continents

Focus on quality customer service

“Dixon is committed to delighting our customers by being the easiest company they do business with every day.” This customer-centric approach has been ingrained into Dixon’s operations since its inception in 1916. From supporting new end-users and distributors throughout the sales process to providing loyal customers with extensive product training, Dixon is always looking for new ways to provide an enhanced customer experience.

In 2016, feedback gathered from the sales team and customers pointed to the need to increase access to the Dixon customer support team. Management determined that the best way to do that was to add a live chat touchpoint. This would allow them to hear their audience’s needs and provide them with high-quality, real time support.





One of our business goals is to be the easiest company to do business with. Live chat fits right into that because you can grab us at any time. You don’t need to pull up the website and scan details or pick up the phone and call or send a lengthy email. You can just choose to chat with us whenever you need, and we can answer you instantly. 

- Holly Langenfelder, Customer Service Manager

Seamless and Powerful


Under Langenfelder's guidance, Dixon evaluated several live chat solutions based on research and on recommendations from trusted industry partners. From the outset, Comm100 stood out from the crowd owing to several game-changing advantages including powerful reporting capabilities, a user-friendly interface, and intuitive navigation.




Comm100 is the Cadillac of the live chats we demoed. Among many advantages, I can make quick and easy changes as a supervisor, as can our lead trainer. This keeps our live chat relevant and up to date at all times. 

- **Holly Langenfelder**

Implementation was swift and seamless. The user-friendly interface ensured a smooth transition from start to finish, making it easier for Dixon to get up and running – ready to deliver exceptional service. Their new and highly responsive customer service channel is a win for both managers and agents: Dixon managers can take advantage of reporting capabilities that simplify agent monitoring and raise insights into real-time service metrics. For their part, Dixon agents greatly appreciate the design and flow of the Comm100 agent console, which helps them do their job more effectively. Features such as chat monitoring and canned messages help new agents gain confidence quickly.





Search capability and history make it very easy for supervisors to review and monitor chats. We want to ensure we are providing superior customer service. Comm100 makes it easy for us to review chat transcripts. These transcripts can then be used as training tools for our customer service representatives. 

- **Shannon Kochel, Customer Service Training Coordinator**

Closing the Customer Experience Loop

It didn't take long for Comm100's live chat solution to make a positive impact on the way Dixon services its audience. Within 45 days of deployment, Dixon was fielding an average of 50 chats per day. During this time period, they were able to act as an intermediary between direct customers and distributors to close the customer experience loop for all parties. While customers may not have been able to remember which specific distributor they had bought from, they were still able to access instantaneous help from Dixon directly before being reconnected to their distributor. This modernized, revamped customer experience closes the gap for end-users and allows Dixon to act as a bridge between customers and their distributors.




When you touch an end-user with live chat, it immediately goes into our LMS (lead management system), and we have a distributor or outside sales person getting in touch with them that same day. 


- Holly Langenfelder

When first rolled out, end-user adoption was strong with 80% of their audience being end users. As time went on, Dixon saw an increase in distributor adoption, splitting their inquiry metrics to 50% end users, 40% distributors, and 10% technical support. Since implementing Comm100's live chat solution, Dixon's customer service team has been able to handle customer touchpoints more efficiently, connect their audience to appropriate resources, and enhance the customer experience across the board, creating a win-win situation for all parties involved. New relationships are constantly being built and strengthened through this transformed customer experience loop.

Measuring impact

Through the addition of this new communication channel, Dixon is able to connect with its target audience in real time and establish quality relationships with customers. The accompanying reporting metrics help Dixon analyze and understand the scope and impact of chat conversations, agent performance and efficiency, and more. Dixon's management team receives quarterly reports that demonstrate the ROI of live chat through service metrics, live transcripts and quotes from its distributors and end-users including Boeing, Exxon, and 3M. Dixon plans to add more live chat agents and extend coverage to its Australia team to offer 24/7 follow-the-sun support.



If you're considering live chat for your business, go for it! The feedback alone we've received from distributors and end-users is gold. We always finish up with thank you for chatting with us today and it's amazing how many times you get back 'this was great, I'll definitely use live chat again. 

- Holly Langenfelder

About Dixon

Dixon, founded in 1916, is a premier manufacturer and supplier of hose couplings, valves, dry-disconnects, swivels, and other fluid transfer and control products. The company's global reach includes a wide range of products for numerous industries including petroleum exploration, refining, transportation, chemical processing, food & beverage, steel, fire protection, construction, mining and manufacturing. Dixon's strategic objective is to create solutions that make products safer, leak-free, longer lasting, and always available.



Let's chat

Comm100 is a leading global provider of omnichannel customer experience solutions with a mission to make online service and support delivery more genuine, more personalized, and more productive through meaningful conversations. Let us show you how.

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