

Mobile engagement optimization for Total Gym.

Mobile chat improves engagements and conversions for growing mobile customer base.

Challenge

- Make Total Gym’s customer engagement optimized for mobile devices
- Address the mobile user’s unique shopping style and communication needs

Solutions

- Mobile chat implemented with features customized for Total Gym
- Quick reply option added to mobile chat to help customer engage without typing long messages
- Automated product guides added to mobile to guide user in early stages of navigation

Results

- **2.5 times more conversions** with mobile chat than with a basic live chat design
- **71% faster** customer response time from the quick reply option
- **5 times more** customer interaction in early Website navigation
- **12% increase** in overall smartphone conversion rate

Total Gym is the star product of American Telecast, one of the leading consumer product and direct-marketing companies in the world. Total Gym continues to be one of the top-selling, best-known home fitness products on the market today. They have partnered with Nuance since 2009 (then, TouchCommerce) in delivering personalized, live customer interaction on the Total Gym Website. Through the benefits of customized agent training, personalized partnership and customer insights, Nuance has been able to produce conversion rates that are 4 to 5 times higher than without chat or self-serve.





The challenge

Even with the success of the Total Gym/Nuance partnership, the customer landscape is always changing for any company. Total Gym began seeing that more and more of their customers were watching their infomercials while surfing the internet on their smartphone or tablet. In fact, they were experiencing a 177% increase of traffic with tablets. The logical thing to do was to make Total Gym's customer engagement optimized for mobile devices, addressing the mobile user's unique shopping style and communication needs. Therefore, in mid-2013, Nuance began Total Gym's mobile transformation.

The solution

Mobile chat

Having so much success with the live chat solution on desktop, Total Gym wanted the same feature for mobile. Yet, mobile real estate is limited in space, so Nuance implemented its unique mobile chat feature, which was customized for Total Gym in April 2014. The mobile chat solution showcases differentiating features such as a transparent background, which allows the user to see the site behind the chat window. In addition, the chat window is fully minimizable, allowing the user to navigate throughout the site without losing the chat; when minimized, the user can see a message indicator that scrolls across the bottom with the most recent agent message and the number of unread messages.

Quick reply

Within the mobile chat feature, Nuance added a unique option that benefits mobile users by giving them a set of various brief replies to help get a chat conversation going. Quick replies, or tap responses, help the customer to engage with the agent on a tablet or smartphone, where typing long messages is not an option.

With this special condition in mind, the agents were trained to modify their responses to mobile customers, pointing out that messages should be shorter due to smaller screen space.

Mobile guides

The most significant accommodation made for Total Gym's mobile users, however, was the implementation of automated guides for mobile devices in mid-2014. Due to the casual browsing mentality of smartphone visitors, the high traffic came with not-so-high conversions. 76% of Total Gym's smartphone visitors were on the mobile site just doing research. Therefore, a different mode of interaction was considered; mobile guides was the answer. The mobile version of live chat, customized for Total Gym as automated product guides, was designed with an intuitive user experience specifically intended for the mobile environment, displaying easy-to-read and easy-to-touch options that guide the customer in the early stages of navigation to the product that matches their specifications.

The benefits

More productive site visit

Mobile guides allow interaction with mobile shoppers in a meaningful, non-intrusive way to answer questions, address needs and assist customers to reach a purchase decision in a timelier manner.

Better equipped agents

The mobile chat solution offers Total Gym's chat agents unique capabilities to assist their mobile users and to increase conversion rates. The training they receive makes their communication with mobile customers more effective.

Fueled by feedback

Total Gym's favorite benefit from Nuance's partnership has been the feedback they receive from live chat interactions. It has always provided for them insights into their Website and products, which they in turn use to continually improve and optimize. With mobile customers, being able to hear from this ever-evolving sector arms the company with knowledge that is pertinent to meeting the needs of today's shoppers.

Engagement with a new audience

Mobile guides have been very effective in boosting interactions with Total Gym's smartphone visitors who may not have engaged with them through other online engagement channels. By reaching this audience, Total Gym is able to convert more shoppers.

Continuous partnership

Nuance is dedicated to creating new and better ways to usher Total Gym into the omni-channel world of customer experience.

The results

By creating a mobile engagement with special features that are tailored to mobile shopping behavior, Total Gym has experienced favorable results that lead to increased conversions:

- 2.5 times more conversions with mobile chat than with a basic live chat design
- 71% faster customer response time from the quick reply option, demonstrating that the mobile user's unique shopping behavior was accommodated
- 5 times more customer interaction on the smartphone in early Website navigation, due to mobile guides
- 12% increase in overall smartphone conversion rate after implementing product guides
- 39% of Total Gym's overall online orders comes from Nuance solutions across multiple channels, proving the benefit of helping the customer through the purchase process
- Nuance-assisted smartphone visitors convert 697% better than non-Nuance-assisted Website visitors



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