

Parcel2Go

Elevating customer service excellence with 24x7 live chat.

With Bold360, Parcel2Go is reaching its goals of providing customer service excellence at a greater scale with 24x7 support.

Challenge

As the U.K.'s top parcel broker, Parcel2Go provides a shipping alternative to the Post Office for consumers and small eBay sellers and businesses. Individuals may send any size package to destinations throughout the U.K. and internationally whether it's same day, next day or economy services. These parcel delivery options, along with direct integration into various marketplace websites, is best served with a 24x7 customer service team.

"Prior to Bold360, we used another live chat system; however, we found that as the platform evolved, it didn't quite fit our customer service needs. Our extensive research and word of mouth recommendations led us to Bold360, which supported our goal of customer service excellence," said Phil Woodbridge, Head of Operations for Parcel2Go. "And it was the right decision for us. Our relationship with the Bold360 team is more than just a vendor connection; it is a true partnership where we have access to the support we need to ensure a high level of customer service commitment to our customers."

Solution

Parcel2Go brought in Bold360 live chat as a replacement for its existing solution. The Bold360 solution provides a greater ease of use and navigation for customer service team members.

"When Bold360 was implemented, we saw – and continue to see – greater efficiency and productivity for our team. A key feature is the reporting options. They are fantastic – some of the best I have seen," said Woodbridge. "We are able to minimize

Parcel2GO.com

Industry
Shipping

Headquarters
**Bolton,
United Kingdom**

Number of Employees
230+

"Bold360 enables us to compete in the marketplace by empowering us to offer customer service excellence.

We are able to deal with more complex queries, have multilingual capabilities and assist customers 24x7 through Bold360's chat functionalities."

-Phil Woodbridge,
Head of Operations, Parcel2Go.

the risk to the customer by promptly addressing their questions and providing customer service excellence at a greater scale.”

Bold360 live chat enables the customer service team to handle more complex tasks more effectively, and it supports the firm’s ability to offer multilingual options.

Results

Bold360 allows Parcel2Go to approach customer service from a larger perspective to effectively manage its operations. “From my experience, it is critical to have access to live data. Bold360 is absolutely fantastic for this. It enables you to make a change if needed or do a cost analysis of operations or understand what is needed to improve the CSAT level – it is some of the best features of the solution,” said Woodbridge.

Currently, Parcel2Go is building its business case for greater proactive customer interactions with AI. “We are looking forward to exploring the next stage of our customer service evolution with the Bold360 team and expanding our live chat to an AI-based chatbot for even faster resolution to customer questions,” said Woodbridge.

22% increase in customer satisfaction
(CSAT) score – 3.3 up from 2.7

11% improvement in Trustpilot scores,
rising from 3.7 to 4.1

Customer team is able to effectively handle spikes in chats during holiday season from 10,000/week to 30,000/week

Managers can forecast activity to manage shifts and customer activity more effectively

Parcel2Go is also building a business case for greater proactive customer interactions with AI. “We are looking forward to exploring the next stage of our customer service evolution with the Bold360 team and expanding our live chat to an AI-based chatbot for even faster resolution to customer questions,” said Woodbridge.

